

**PROCEEDINGS OF THE BROWN COUNTY
EDUCATION AND RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education and Recreation Committee** was held on Thursday, May 5, 2016 in Room 200, Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

Present: Supervisor Van Dyck, Supervisor Gruszynski, Supervisor Lefebvre, Supervisor Katers
Excused: Supervisor Campbell
Also Present: Brian Simons, Matt Kriesse, Neil Anderson, Beth Lemke, Scott Anthes, Beth Ulatowski, other interested parties

I. Call to Order.

The meeting was called to order by Supervisor Van Dyck at 5:37 p.m.

II. Approve/Modify Agenda.

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to modify the agenda to take Items 13 and 14 after Item 4. Vote taken. MOTION CARRIED UNANIMOUSLY

III. Election of Chair.

Supervisor Van Dyck noted that Supervisor Katers was on his way and asked that the election of Chair and Vice Chair be held until his arrival. This request was granted and the election of Chair ~~and~~ Vice Chair occurred after Supervisor Katers arrived.

Supervisor Gruszynski nominated Supervisor John Van Dyck as Chairman.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to cast unanimous ballot. Vote taken. MOTION CARRIED UNANIMOUSLY

IV. Election of Vice Chair.

Chair Van Dyck nominated Supervisor Staush Gruszynski as Vice-Chair.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to cast unanimous ballot. Vote taken. MOTION CARRIED UNANIMOUSLY

V. Set date and time for regular meetings.

After a brief discussion it was decided to hold Education and Recreation Committee meetings on the first Tuesday of each month at 5:30 p.m.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to hold Education and Recreation Committee meetings on the first Tuesday of each month at 5:30 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

VI. Approve/Modify Minutes of April 6, 2016.

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Comments from the Public None.

1. **Review Minutes of:**
 - a. **Library Board (March 17, 2016).**

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

- b. **Neville Public Museum Governing Board (April 11, 2016).**

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Communications

2. **Communication from Supervisors Nicholson, De Wane and Vice Chair Lund re: Requesting an update/presentation from Brad Toll, Visitor Convention Bureau, and Mayor Schmitt on bookings, revenue gain or loss and why there isn't an escalator in the KI Center. *April Motion: That Brown County and the Visitors and Convention Bureau send a letter to the City of Green Bay addressing the escalator issue and ask for a response and that this communication is placed on the May Ed & Rec agenda for an update.***

Chair Van Dyck noted that this item was on last month's agenda and there was good representation to explain this and a motion was made to bring this back this month to provide an update since there were a few conventions held recently that would give a little better feel of how things were progressing.

Beth Ulatowski of the CVB said that there have been a few groups at the KI Center recently, including a large group of about 1300 people. This provided an opportunity to see how the flow and traffic patterns worked. She said that staff from the Hyatt were at the bottom of the stairs telling attendees how many steps there were to climb and how many calories would be burned and some of the attendees did not seem to mind it, however, in talking with the meeting planner after, Ulatowski was advised that the lack of an escalator is a major inconvenience. She did not know if the inconvenience of not having an escalator would deter the group from coming back to Green Bay. Ulatowski reported that another group that was in a few weeks earlier did not seem to have any problems or issues with the lack of the escalator, although she noted that most of that group's events were held on the first level. Both groups seemed to agree that the venue was beautiful. Ulatowski continued that it remains to be seen if the lack of the escalator poses a problem for more groups and she said that that will not be known until the groups come in and they talk.

Van Dyck informed that he had spoken with Brad Toll on this and Toll's indication was that there were a couple of groups but that there were some mixed messages coming from the groups and the conversation was left that Toll felt it was probably still too soon to tell if the lack of an escalator is an issue and there is not enough body of evidence to make a conclusion one way or another. Toll's recommendation was to hold this item for 6 months to allow more activity to take place and get some more groups through and then survey them to find out if there is more evidence pointing in one direction or another.

Supervisor Gruszynski asked if the letter that was discussed at the last meeting was sent to the City. Ulatowski responded that the letter was not sent because they decided to wait and see how the events went. At this point there still appears to be mixed messages. She also said that it has to be kept in mind that they are just getting started with groups and she thought that waiting 6 months and then re-evaluating would be a good idea.

Supervisor Lefebvre questioned if the VCB has heard anything from the City on this. Ulatowski responded that they have not heard anything on this which Lefebvre found troubling. Ulatowski felt the City was aware of this because they have received e-mails about it. Lefebvre said this is a difficult situation and noted that she was new on the Board and was trying to get a handle on it. Van Dyck added that from his conversations with Toll, it was his understanding that the City is being kept abreast of what is going on, but he could not say whether or not the City had the same concerns. Ulatowski said that whenever there was an issue or she received comments about the lack of an escalator, she forwarded those on to the City.

Van Dyck noted that none of the Supervisors who put this communication in were in attendance at this meeting and he is not sure what Supervisor Nicholson's intent was in bringing this forward. Van Dyck asked if a representative of the VCB could be available at the full County Board meeting on May 18 in case this item gets

pulled from the agenda for further discussion. Ulatowski said that she would be happy to attend the next Board meeting to address this if there are questions.

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to hold for 6 months to reevaluate. Vote taken. MOTION CARRIED UNANIMOUSLY

Supervisor Katers arrived at 5:47 p.m.

3. **Communication from Supervisor Hoyer re: Requesting a full accounting of attendance numbers for the past 3 full fiscal years for the Brown County Veteran's Arena. April Motion: Hold for one month.**

Van Dyck noted that the Committee received an e-mail with the response from Ken Wachter of PMI who had been in touch with Supervisor Hoyer. It is Van Dyck's understanding that Hoyer was somewhat satisfied with Wachter's response and he is agreeable to have this received and placed on file at this time. Supervisor Katers asked if the Committee felt an open invitation should be given to PMI to come in and present and Van Dyck said that would be fine and one of the things that he will ask is that they update their complex numbers as they have not been received for a while. Katers said an annual presentation would be nice to keep the Committee updated on how the facilities are doing and what is going on at them. Van Dyck said it appears that June may be a slow month at the complex and suggested that the June Ed and Rec meeting be scheduled to be held at the Resch Centre with a tour prior to the meeting.

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

4. **Resch Centre/Arena/Shopko Hall – Complex Attendance for the Brown County Veterans Memorial Complex for March 2016.**

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Park Management

5. **Park Budget Status Financial Report for March 2016: Unaudited.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

6. **Discussion re: Parking Issues at Fonferek's Glen.**

Van Dyck said the Committee should have received an e-mail containing communications from residents of the Fonferek Glen area, copies of which are also attached hereto. There is also some information that was put together by the Sheriff's Department regarding police calls attached.

Assistant Park Director Matt Kriese thanked those in attendance for coming to the meeting to share their concerns. He said the attendance at Fonferek's Glen has tripled over the last several years and it is understood that with higher use come issues. He said the issues seem to have changed over the last 8 or so years. Corporation Counsel is currently working on an agreement with the Town of Ledgeview and the resident that lives on Memory Lane to get everything in order to install the electronic gate at the road. The gate will help with the evening hours as the park does close at sunset. Kriese knows that people are parking in the parking lot after hours but staff is there as much as they can be, although he noted that with current staffing levels in the Parks they are not able to be there every day. With regard to parking, Kriese has communicated with some of the neighbors and has also communicated with Interim Public Works Director Paul Fontecchio regarding posting at least a portion of Highway MM as "no parking". Van Dyck said that he has recently spoken with Fontecchio and both Fontecchio and the Sheriff's Department are on board to post "no parking" signs on a portion of MM. Kriese noted there are only about 6 or 7 vehicle parking spots in the lot and he was out there earlier in the day and there were 6 cars in the parking lot. He said he gets out there at least once a week to check on things. He also said that people build forts in the park and they have taken down 5 already this year. He acknowledged that

there are some things going on. Kriese would like to be able to dedicate a staff person to the site. He ran some numbers on this and for 640 hours of seasonal work at \$10.25 per hour the cost would be roughly \$6,600. He said the presence is important out there and they have talked about putting security cameras on the silo and they may look at this a little further in the future.

Kriese distributed information regarding adding additional parking spots, a copy of which is attached. He noted that the figures are for no frills gravel and was calculated with 8 inches of gravel because he knows that the shoulder is fairly well packed. There are currently no funds earmarked to enhance parking.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to open the floor to allow interested parties to speak. Vote taken. MOTION CARRIED UNANIMOUSLY

-Alison Selk, 2850 Dutchman Road, Green Bay, WI

Selk said she has lived on Dutchman Road (MM) for 9 years and she agrees that the visitors to Fonferek's Glen have increased a lot over the years. The visitors start to come to the park in spring and it is insane until fall. The parking on Memory Lane has been reduced so now people are parking on both sides of Dutchman Road. Selk wants the Committee to understand that the people parking there are young families and heavy amounts of teenagers or young adults that are using the park. She said that everyone comes after school or in the afternoons on weekends. She is not going to address the concerns about what is happening in the park because her concern is more with the people walking along the highway and the speed at which vehicles travel. Selk continued that there are toddlers walking along the road where the speed limit is 55 miles per hour. Park visitors pull in and out of driveways and she noted that she has children and an animal and people are pulling in and out of her driveway. She said that she has been sworn at, honked at and flipped off, most of the time in front of her children. Selk said that this is frustrating, irritating and annoying on many levels. She said she had requested a speed study be done by the County and was advised that it had been completed, but she has not seen any of the results. She also requested that the speed be reduced, but was advised that because it is a county highway, the speed cannot be less than 45 miles per hour. She felt that even if the speed limit was 45 miles per hour, people would travel about 55 miles per hour, but that would be better than the 65 miles per hour people drive now. Selk did not see any reason for the speed limit to be 55 miles per hour and noted that it is frequently used by busses and farm equipment as well as cars visiting the park. She said that 55 miles per hour is unsafe for not only her family and the other families who live in the area, but also for those who come to visit the park. Selk continued that she has brought her concerns relating to this up in the past but she assumes nothing was done with the speed study because nothing has changed.

Selk referred to the Statutes which say that parking is only allowed on one side of the road, but people are parking on both sides and families are getting out on the highway and walking along with teenagers who do not have any fear. She also noted that park visitors do not use just the main entrance to get in and out of the park, some do not follow trails and they come and go as they please. There is also a lot of litter, dirty diapers, etc. Selk felt the parking is simply insufficient and the highway is simply too fast for the traffic going to the park. She thanked the Committee for their time and would like the Committee to take into consideration what she has said. She also noted that there are several neighbors who are truckers and have a difficult time getting out of their driveways because of the parking on the road.

Van Dyck asked Selk how many cars she would estimate being on the highway. She said that at peak times she would estimate between 30-45 and during normal times there are probably at least 6 on the road along with those in the parking lot.

-Vince Cisler, 3706 Hidden Valley Lane, Green Bay

Cisler said he lives about ¼ mile north of the north end of Fonferek's Glen. He said the park was a good acquisition for the County and is a pretty area but he felt the County needs to do a lot more in terms of taking care of the park and watching over it. He said the County probably spent more on the sign for the park than they did for the parking lot and noted that the roads are not in good condition. Cisler continued that since he lives in back of the park, he gets a lot of overrun coming out of the park. He said a lot of the no trespassing signs have been taken down and hidden under huts. There is also a large amount of litter left in the park as well as bonfires being made and people camping behind his house. Cisler continued that last week at 7:15 am four kids came out of the valley that runs through the park and he assumes they were there overnight. Additionally he has had

woodpiles down by the creek that end up in the creek. The County needs to do something with this to make it more family friendly as right now there is nothing that makes it family friendly. He said that if the County is looking for extra money, they could rent out the 20 acres that is nothing more than weeds. He knows that the County has ordinances for weed control which they are not following because right now it is all dried down grass which is a real fire hazard. Cisler said there is next to no supervision in the park and sometimes he wonders about the liability to the County if anything would happen. He felt the County having ownership is no different than a person having ownership and he cannot understand how the County can take over the park and then just leave it and let people wander around as they please. He felt a lot more should be done by the County at Fonferek's. Katers asked Cisler if park visitors park on his road and Cisler responded that on the last nice Sunday afternoon he counted 120 cars on MM along with 4 or 5 on Hidden Valley. Today there was a car parked on Hidden Valley and two kids got out and were going to cut across the property along with one car parked illegally on County MM. He also said that when cars are parked on both sides of MM, it would be difficult to get two trucks through there at the same time.

-Jordan Atlas, 4180 Gemstone Trail, Green Bay

Atlas lives in the subdivision just to the west of Fonferek's Glen. He said the subdivision used to be farmland and people that move to that area want to be outside and he and his family like to be outside as well. His property is on the corner of Gemstone Trail and Dutchman Road. The ditch on his property is usually full of trash and they are constantly pulling out beer cans, cigarette wrappers, etc. Atlas's biggest concern is the parking and the speeds on the roadway. He can attest to the speeds and stated that there was a rollover a few weeks ago. Additionally, last September there was an accident on his property. Three teenagers going to the park were driving at a high rate of speed and lost control when a car in front of them was slowing down and they careened 40 feet off the road, through the ditch and struck his parked vehicle in the driveway hard enough to push the car into the garage. He noted that his kids had been playing outside near the driveway moments earlier. Atlas continued that there are a lot of people doing U turns on Gemstone if they miss the park or if they cannot find parking. They are also pulling into this driveway nonstop all day long and not watching what they are doing. His children play in the driveway while this is going on. He also said that people are driving at a much faster rate of speed than 55 miles per hour. Atlas said it is a stretch of road that is straight and people use it for racing and he noted there was a fatality nearby with the same type of situation. Further, the shoulder is not appropriate for a vehicle to actually park on and there have been numerous calls to towing companies to pull cars out of the ditch because cars are sliding in and not able to get out because the shoulder is so small. He showed the Committee a photo on his phone from April 17 of this year that shows 25 cars parked along the access road as well as a number of people walking on the road.

Atlas continued that another concern is the quarry at the end of the road as there are fully loaded dump trucks all week long. There are also semis and tractors pulling wagons. While these vehicles are being operated properly, they cannot stop in the same amount of time as a car in the event they would have to stop suddenly. He thanked the Committee for their time and listening to his comments.

-Katy Martin & Joann Martin, 2947 and 2943 Dutchman Road, Green Bay

Martin showed the Committee where their property lies on Google maps. She said that her parents have lived on their property for 45 years and she has been going to the park her whole life. For many years they thought it was too beautiful to hide and thought it would be a good idea for the park to belong to everyone. That was wrong. They still believe it is beautiful and want it treated right and be preserved and stay pristine, and they never thought it would come to be treated the way it is. The majority of her property butts up next to the park and they have people parking all of the way down their road. They have dealt with this for many years and have written recently to Reid Ribble about it. She continued that they have people coming across their property all the time, even though they have a number of signs on the property. They have also put a barricade in the front of their driveway to stop people from driving down, but people continue to drive around it and park on their property. She said they have a small airport with hangers on their property which is why the road is so big and so long, but it is not a driveway and she has concerns of damage to the planes as well. The Martins' find trash in their yard all the time and said that park visitors have no respect. She said the picture she sent to Reid Ribble was a picture of the forts that are in their back yard and on the side of their house. Martin also mentioned a tree stand that had bullet holes, despite the fact that there are not supposed to be firearms in the park. She said when they drive on the property in the back woods they come across people on their property and the people say they are looking at

the park. She advises these people that they are on private property and people say they see the signs, but they just walk past them. She said that the other day she found a phone charger in her field.

Martin continued that people in the neighborhood do not like to cause a fuss and they typically do not call for everything little thing because they try to work with what there is and not make it a big issue but it is starting to become a big issue and they are starting to call now because they feel they are not being taken seriously. She mentioned another neighbor who said his car had been broken into recently and he has seen people parking right next to Martin's property after hours and there is no reason to be there except to walk across her field and past her parents' house to get into the woods. She felt that they should be safe in their own place and should not have to be cleaning up trash in their back woods and they should not have to be chasing people who are camping on their property. She also said that there are liability concerns with people walking across their property.

Martin felt that the younger crowd goes there to smoke, drink and do drugs because the park is not monitored. She said the park has to be better monitored or fenced in or something else needs to be done. The last time she was by the falls someone threw a beer can off the cliff and almost hit her nephew in the head. She has seen graffiti on the cliffs as well. The cliffs are fragile and should not be walked on and further, things should not be thrown in the creek, but they are. Martin said she sees people walk on the very edge of the falls which is quite dangerous. She sees young adults do this as well as small children who are not being watched. Her biggest concern is that they are meeting people on their own property that are aggressive towards them. Martin is concerned for her parents who live there as well. She concluded that what goes on is a serious problem for not only her but for many of the neighbors and something needs to be done.

Joann Martin added that every teenager within 15 miles of Green Bay knows where pot park is as Fonferek's Glen is often called. She has been in her house for 45 years and she no longer feels comfortable there. She said that something needs to be done.

Lefebvre said it seems that these problems have gone on for too long and when kids know they can get away with things, the problems snowball and get worse. Martin agreed and said it is known in schools that Fonferek's is the place to go. She continued that they have called the police and have been advised by the police that they are not going into the park by themselves after dark because it is unsafe. Screams are also sometimes heard in the park in the summer after dark.

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to return to regular order of business. Vote taken. MOTION CARRIED UNANIMOUSLY

Van Dyck said that parking is not the only issue. He is concerned that putting in a gate may alleviate the gate problem, but it may shove people down the side roads and they may filter into the park that way. The issues seem to be more complicated than simply adding parking stalls. In an attempt to look at this in pieces, from a parking perspective Van Dyck did talk to the Sheriff and Fontecchio about putting up "no parking" signs and he would like to have a motion from this Committee to have the signs installed as a first step.

Lefebvre felt putting up "no parking" signs on MM will force park visitors onto other streets which will likely cause additional problems. She felt the Sheriff's Department should be ticketing people for improper parking. Kriese said the Sheriff's Department does issue tickets for violations on MM and he did not think signs on MM would relieve the issue and noted that there is access off of Gemstone as well and he does not want to cause the inconvenience to those neighbors either. There is no perfect solution. Providing parking would at least get people off of the roadway during the day.

Kriese appreciated everyone speaking on this and felt that what is going to be necessary is staff that comes at a price tag. Assigning someone to the park is not something that they can do right now because they don't have the resources to get to all of the parks as it is. He said that having someone there able to work the evening shifts over and over and be in touch with the Sheriff's Department to handle enforcement may help put an end to issues. Kriese said that seasonal park staff would come at a much cheaper wage than having a deputy out there. The Parks staff would still be calling Sheriff's staff out there when needed for criminal type behavior.

Van Dyck said he hears what Kriese is saying and he also realizes that it looks like we will probably be pushing the problem elsewhere but he felt that we need to pick this off piece by piece and he believes that there is a significant safety issue on Dutchman Road/MM which needs to be addressed. If the County can put up “no parking” signs, that will be alleviated. Van Dyck does understand that this will push the problem elsewhere, but unfortunately, the County does not have jurisdiction over the other roads so therefore this will go back to the Town of Ledgeview to follow suit and put “no parking” signs on those roads and then try to help enforce it as well. Van Dyck knows this will not fix the problem, but he said the County cannot put “no parking” signs on all roads because it is not County jurisdiction. He does not think the County should wait to put “no parking” signs on MM for fear that people will go elsewhere and he felt that this issue should be forced and somewhat create the problem somewhere else so that that problem can then be fixed by the appropriate authorities. Kriese said he will contact Ledgeview tomorrow to let them know that the County intends to post “no parking” signs on MM.

Katers thanked the public for coming to the meeting because to him nothing says more than hearing from the public as to what is actually going on and he appreciates their time. He took three things away from this conversation. The first was speed on MM and he agreed that the speed is high. He would like to see Public Works present the speed study and then have a discussion with them about reducing the speed on the road to 35 or 45. Second, Katers does think that there is good merit in providing parking. He does not necessarily think the layout is great or the parking lot will be great, but it will provide people with somewhere to park and pull off and he thinks that this should be done ASAP. Finally, Katers said he could not agree more that there has to be some staff on hand. What he has heard is scary and he can only imagine how people in their homes feel when they have people walking across their property. Katers felt a staff member would help and could have a straight line to the Sheriff's Department to contact them for unreasonable people and he felt that this should be explored quickly.

Gruszynski asked about the parking available on Memory Lane. Kriese said that at this time since it is dried up they have opened up a little on the north side and 5 to 6 cars could park in the grass area. He noted that in the spring when it is getting busy it is very wet it is posted “no parking” on both sides. Gruszynski asked if there are any accommodations right now to park people down Memory Lane. Kriese said that to the south of the existing parking spot, there are 6 spots that are open, but the barricades are still there as they are waiting for it to dry. Kriese said that typically parking is allowed on the west side of Memory Lane in the summer months and that is where the proposed draft of the parking idea came in.

Kriese noted that Mr. Fonferek has been helpful and has been out on a regular basis talking about some of the issues going on. He added that although it is typically the kids that are causing the problems, there are adults who use the park that enjoy the outdoor setting and geology. Katers asked if there was a reason that farming has not been proposed. Kriese said there is no reason but noted that it is native prairie. He said that he would like to see an open air shelter in the park that families could rent for picnics and other things and said that sometimes having a lot of families around acts as a deterrent. Lefebvre said that she likes the idea of farming it out because there would be someone out there more and she thought that having another eye out there would be helpful. Katers agreed that farming may be beneficial and Neil Anderson added that many years ago hay for the Zoo was grown in the area. The prairie area was discussed and Van Dyck said that one of the things he sees is that there is no distinguishing feature that separates the house lots from the field. It is difficult to tell where the house lots end and he can see how this would provide the potential for parking and people walking across the field. Van Dyck said that if the area was farmed and the land was tilled up or there were crops growing there people would be far less likely to walk through that area.

From a parking perspective, Van Dyck asked if any consideration was given to cutting a portion of the area on a regular basis to make more of a natural parking area instead of spending money on gravel. Kriese said that something like that works great for special events, but he would not encourage it in a park setting used on a routine basis for a number of reasons such as the fire hazard of hot cars on grass and people getting stuck. Kriese said there was a parking plan put together in 2010 right off the existing lot that was \$60,000 and he is looking at a cost effective way to overcome some of the issues.

Van Dyck asked Kriese if he could speak to a parking area that was a combination of gravel and grass. Katers said he was on board with Van Dyck's thoughts on parking on grass and said that once you park on grass on a regular basis, there should not be worries with grass growing and fire hazards and he noted that people park on the grass

at the Fairgrounds. Katers said at this time he felt the proposal for the gravel driveway will be a nice benefit for the park going forward, regardless of all of the trouble that is going on and he felt that this is a good place to start. He also said that he felt that some area could be set up in some part of the park for overflow parking.

Van Dyck reiterated that this has to be nibbled at from different angles because the County has jurisdiction over some things, but not other things and he also felt that other Committees will have to become involved with this. In order to get something moving forward, Van Dyck asked if anyone wanted to make a motion for the posting of "no parking" signs on MM. Katers said he did not know if he agreed with that because he felt there was a concern of cars overflowing into the other neighborhoods. He felt that lowering the speed limit may be a good place to start. Van Dyck then suggested tabling the "no parking" signs and giving Kriese the ability to go to the Town of Ledgeview to advise them that the County is strongly considering posting "no parking" signs on MM and that the County understands that it will cause a ripple effect of causing parking on side roads which are under their jurisdiction to get Ledgeview's feel for this. This was agreeable to the Committee and Van Dyck said that this will be on the agenda for the next meeting.

Van Dyck asked how much money was in the Friends account and Kriese responded that there is \$15,000 in 2016 but he has talked to one of the groups who will be looking for \$5,000. Van Dyck said that something needs to be done sooner rather than later in his opinion and asked Kriese if he was opposed to using some of the Friends funds to do the parking this year. Kriese said he is not opposed to that. He said that Neshota is the group that may be looking for some funding from the Friends account. Van Dyck responded that money was put into Neshota last year and he is not trying to diminish the good work they are doing out there, but he felt that to balance priorities we have to find money someplace and at this time he would rather see the money used for the parking. Kriese said that he would like to go with the angled parking to add 35 parking stalls and the current parking lot would be turned into a turnaround.

Van Dyck said the second thing to consider is security. He did not necessarily think that putting a staff member there at \$10.25 an hour was the best option. He would rather see someone in the park that has some legal authority to do things and if we have to work with the Sheriff's Department, then that is what we have to do. It was Van Dyck's opinion that there is an image issue at the park and it is a destination problem that needs to be broken. The options are to chip away at this or throw some resources at it and show some presence so the kids see that they can't go there anymore or they will be busted. If the impression is that they cannot go there any longer, it will fix the problem for a period of time. Van Dyck felt that we need to throw a lot of effort at this in a short period of time and then maybe it can be backed off, but he wanted to send a message that the County is not screwing around anymore with this. Kriese said that he has heard that the kids out there listen to the scanner so if one of the neighbors calls the police they know about it. He said that the rangers do have the ability to issue ordinance citations for things like littering and being in the park after hours. For anything criminal, however the Sheriff's Department would need to be called. Gruszynski and Lefebvre both agreed that doing something aggressive now with the Sheriff's Department was appropriate. Katers felt this was something that would need to be discussed with the Sheriff's Department to see how much coverage they could provide.

Gruszynski asked what the cost difference would be between a ranger and a seasonal employee. Kriese estimated that a ranger was \$21 an hour while a seasonal employee would be \$10.25 an hour. Van Dyck said that part of the reason he is suggesting the Sheriff's Department is that their Department usually manages to find excess funds to return to the general fund and he thought that the Sheriff may be able to find money for this in his budget.

Katers felt that farming some of the land should be looked at further and Kriese said he would have to check with the grant to see what would be allowed. Gruszynski said he would like to see this go back to staff and noted that since the property is on the escarpment the depth of soil is pretty small and he also did not want to see any runoff into the creek. Lefebvre said that she would be in favor of looking into improving the prairie as it is valuable in supporting a number of things.

Gruszynski asked how fast the parking area could be done. Kriese said he did not think it would be a big issue and he said that he would talk to Public Works to see if they would be interested in doing it. He said a budget adjustment would have to be done before it is put out for bids. Gruszynski said he would like to see this happen

as soon as possible and suggested that a special meeting for approval be held prior to the next County Board meeting so it could go right to the Board. Van Dyck asked Kriese to keep him advised on this.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to utilize Friends money to expand the parking at Fonferek's Glen as soon as possible. Vote taken. MOTION CARRIED UNANIMOUSLY

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to refer a request to the Public Safety Committee to hire a full time deputy to service Fonferek's Glen on a seasonal basis. Vote taken. MOTION CARRIED UNANIMOUSLY

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to refer the speed study review to Planning, Development and Transportation Committee to look at potentially reducing the speed on Dutchman Road to 45 miles per hour. Vote taken. MOTION CARRIED UNANIMOUSLY

Van Dyck advised those in attendance that the Planning, Development & Transportation Committee meeting will be held on May 23 at 6:15 pm at the UW Extension on Bellevue Street. The Public Safety Committee meeting will be held on June 1, 2016. Public Safety meetings are typically scheduled for 11:00 am, but Van Dyck will ask them if they would consider holding their meeting in the evening to allow the public to attend.

7. Park Attendance and Field Staff Reports for March 2016.

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

8. Assistant Director's Report.

Kriese reported that on May 23 the DNR will be doing an eagle program at Barkhausen and they will be taking blood samples and banding the eaglets. He also said there is a public park survey in the County and he asked the Committee to spread the word, see attached. Lastly, Kriese said that firewood rules have been established according to the Department of Agriculture and Trade and Consumer Protection due to the emerald ash borer and gypsy moths and other threats.

Motion made by Supervisor Katers, seconded by Supervisor Lefebvre to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

NEW Zoo

9. Budget Status Financial Reports for December 2015 and March 2016: Unaudited.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

10. Director's Report and ZOO Monthly Activity Reports.

Zoo and Park Management Director Neil Anderson provided the Committee with the 2015 Annual Report and said that it is a joint report between the NEW Zoo and the Zoo Society, a copy of the report is attached. He continued that they have a Mother's Day event coming up that includes free admission for moms as well as chocolates and plants. Anderson also said they will be holding a new event on May 12, The Sweet Safari for Education. They are working with the Howard Suamcio Education Foundation on the event and this will be a joint fundraiser between the Zoo and the Education Foundation. He said the event is similar to Feast with the Beasts, but it will be all sweets. Anderson said that there will also be about 150 pieces of artwork on display made by kids in the school district with the theme of endangered species. Lefebvre wanted to be sure that the bounce houses for the events were secured so that there were not any problems. Anderson responded that the Zoo now owns their own bounce houses and they make sure that all of the regulations are being followed and everything is secure.

Anderson continued that the Zoo Society would like to invite all Ed and Rec Committee members to the grand opening of the Casey and Georgia Stock Nutrition Center and the Festival Nutrition Trail on May 18 at 10:00 am. He said that the old animal hospital is being turned into the nutrition center and there is new glass across the front so people can watch the food for the animals being prepared. They have partnered with Festival Foods on a zootrition system that includes a short trail on a cement walkway. The Nutrition Center will be a good addition to the zoo and he said that what the animals eat is always of interest to the visitors. Anderson also said that they will be opening a small mining sleuth for gems and fossils which he felt would be very popular. He noted that each participant will be given a conservation coin to be used to vote for what conservation project and animal project they would like to see funded.

With regard to the new prairie grassland exhibit, Anderson recalled that the stadium district would fund \$60,000 if the other \$40,000 was raised. Anderson said that they were \$25,000 short so they made a pitch on TV and they had a donor come forward with the \$25,000. Work on the exhibit will begin this summer.

Anderson also reported on the strategic masterplan and said that they had four vendors come in and Schultz & Williams and CLR will combine together to do the plan. He noted that Schultz & Williams did the original organizational and governmental study in 2012. Roughly \$125,000 has been budgeted for this strategic masterplan but the actual cost will be under \$100,000. These firms are familiar with the site and will gather their information and then work together on the project. The consultants will be in on June 1 and 2 and will be doing some interviews, both internally and externally on governance and Anderson asked if the Ed and Rec Chair and Vice Chair could be available for a half hour interview on one of those days. Anderson will gather all the information that the firms need and he felt that an exciting plan would come forward from all of this.

Van Dyck said that he toured the new medical facility and asked if there are viewing windows for when operations are being done. Anderson said that there are not viewing windows from the outside, but if you are in the building, you can see into the operating room. He said that the plan is to take the old bark building down that now serves as support for the animal care staff and then have that area a visitor area and then be able to get to the animal hospital and have some component for viewing. Van Dyck said that having a viewing area and reaching out to the schools to get them to come out for a field trip to view an operation would be beneficial for some of the older kids who may be looking to do something in the medical field. Anderson agreed that engaging future doctors and vets is a great idea and he felt that the Zoo can inspire kids to do those things and they want to tie those experiences in with the overall zoo experience.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Golf Course

11. Golf Course Budget Status Financial Reports for February and March 2016: Unaudited.

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

12. Superintendent's Report.

Golf Course Superintendent Scott Anthes reported that the golf course officially opened on April 15. He was hoping to have opened a little earlier but it did not work that way and he also noted that the weather since opening has not been that great either. Currently rounds are down about \$9,000 from last year, but season passes are up slightly. Anthes said that total passes exceed last year's passes and he said there are still some people that will be buying passes. Katers said that the concern last year was that the older golfers were going away, but Anthes said that it appears to be just the opposite. They are not gaining the adult members, but they are gaining the senior members. They are not getting the younger generation to fill in for the adults going to the senior range. He said that the juniors are golfing through their schools but the golf course should see an increase in junior passes at the end of the school year.

Anthes said the golf course came through the winter in great shape. The greens are on their third year and he said that they have not had a single instance of winter kill since the greens were redone and Anthes said this is

very encouraging. They have done some golf course maintenance and he noted that the two big projects are two of the bunkers. They started on the bunkers last year on number 2 and number 10 and they started digging down with a skidsteer to see if there was any drain tile. They then removed the materials that get mixed in over the years and prevent drainage. They found out on number 2 that there was no drain tile or any drainage at all so they dug everything out, shaped it and ran drainage out of the bunker with an excavator and then put new sand in. With regard to number 10, the project was bigger and they started it in December but were not able to finish due to rain. They shrunk the bunker down and Anthes noted that most of the rest of the bunkers should really be shrunk down as well because they are money pits to maintain and take care of. The old tile that was originally in number 10 went into a big pit and the pit continued to get bigger over the years so they shrunk the bunker down and ran drain tile into the fairway and now it goes out and down into the creek. The area will be sodded and sanded in the next few weeks. Other maintenance including aeration and filling in stump holes has also been done.

Anthes continued that one of the things he did when they rented the excavator for the bunker project was to go down along the 12th and 13th holes where he found that there were tiles that ran underground and then into Duck Creek. The ends were dug out and water can now drain out of them. Upcoming projects include re-routing the cart path behind the greens. This should be done in the next few weeks and Anthes noted that all of the projects that are being focused on are geared towards getting the course in prime shape for the WSGA State Tournament which will be held in partnership with Thornberry in June.

Van Dyck recalled that last year a sizeable amount of money was spent on equipment but the golf course was still able to pay back a sizeable portion of the loan. Van Dyck said as we come into budget season, Anthes should do something at the golf course that is noticeable and impactful because the golf course is making money and Van Dyck felt that we should be able to show the people that use the facility that there is reinvestment being made of the funds. Anthes agreed with this and said that they tried to dig the pond on 17 out to put a fountain in and but found that the pond will need to be dredged which will be a \$20,000 expenditure. That would be something that along with a fountain would be impactful. Katers agreed with Van Dyck and said the golf course needs to be sure they are putting money back into it. In addition, if the golf course is making money, the County Executive will see that and it will be seen that the golf course needs to be maintained and kept up. He asked if there was a fund set up for maintenance. Anthes said he brought this forward when the greens project was being looked at that once the loan is paid back a fund should be set up that would remain positive and be available for future projects and expenses. He said there were concerns that that would be a slush fund and Anthes said that that was not the intent; the intent was to ensure the golf course would not get in the same financial predicament ever again in the future. Katers felt that setting up a fund would prevent the golf course from having to come to the County every time they needed something. Van Dyck recalled that Supervisor Vander Leest entertained creating a fund that would build up to a certain dollar amount and once it got to the amount then money could flow back to the County. Van Dyck felt that this is something to keep an eye on because at some point the golf course should probably push for something like this.

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Library

13. Library Budget Status Financial Report for March 2016: Unaudited.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

14. Library Director's Report.

Library Director Brian Simons informed that the auditorium and lower level construction at the Central Library is moving along very well. They are ahead of schedule by a day and the crew has been wonderful to work with. The auditorium seats are out and the new epoxy floor is in. Next week they will start on wall coverings and then seats will go in. Other portions on the lower level are a little more involved as they have to do a little bit of steel work to support the glass doors going in. With regard to the parking lot, the easement portion is already done and the actual parking lot work should start by the end of this week or early next week. The concrete work at the

Southwest Branch has been finished and the electrician should be out there in the next few days so they are getting close to having the ribbon cutting ceremony and he will let the Committee know when that is going to be held.

Simons continued by reporting that the master plan is not ready yet and is still in rough draft form. He will be editing and fact checking the data in the plan in the next few days. The Library Board will then approve the plan and it will be brought forward to this body. Gruszynski said the rough draft of the facilities plan was great, but he would recommend that with the larger scope and vision Simons should make sure that it is really well laid out when it comes back to this Committee.

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Although shown in proper format here, the Committee returned to Item 5 at this time.

Museum

15. Museum Budget Status Financial Report for March 2016: Unaudited.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

16. Museum Director's Report.

Museum Director Beth Lemke said the mammoth has arrived and is a fantastic piece of recycled art that really helps balance the building. They will be having a mammoth naming contest from now until the Sunday of the Tall Ships Festival. People can submit their suggestion of names at art@nevillepublicmuseum.org as well as #nevillemammoth on Instagram. She encourages people to come onto the grounds, take selfies with the mammoth and share a name. From those responses, an electronic ballot and a paper ballot will be put together and that voting will run through Art Street and the name should be announced in September.

Lemke updated the Committee on the Foundation budget ask. She said they have been putting truth in the numbers and she is at the point where she is preparing for 2017. They have only one contract that is not completely signed but they are working on it and she does not anticipate any problems. The 2017 Foundation ask will be about the same amount as this year at \$175,000.

Lemke continued that as they are working throughout the community and working on the networking and marketing strategy, it surprises her that most constitutions do not know that the first Wednesday of each month is free for Brown County residents from 5:00 – 8:00 pm. She asked the Committee to remind their constituents as they are out and about because they want to be sure that residents are aware of this. Those that know about it utilize it, but most of the times she finds that people have no idea that there is a Brown County evening.

Lemke said that some of the general branding commercials are now running and there will be four more commercials recorded this year. She noted that there is also a Cumulus Radio campaign that is Ice Age specific that will run through the end of the school year. Lemke continued that the Museum has re-established their relationship with the Ashwaubenon School District through the digital learning and they have also re-established all of the education programs that were not sanctioned by the Green Bay Schools to get them sanctioned. They also have plans in place to work with hotels and the KI Center more effectively.

Lemke gave an update on the RFP and said that they have now selected a vendor and the contract has been signed. They do not need Committee input at this time and she noted that they have done a survey with the Governing Board, Foundation and staff as to what some of the key pieces in the gallery are content wise because that was a big question early on. She said that Triad will be up on Monday when the Museum is closed to have a meeting and get some lights on and ladders out to look at the infrastructure. They have looked at the floorplans and asked a lot of questions, but they want to get a better sense of the infrastructure. She said that they are interested in two parts; one is the wall that runs the shop area because the Neville is one of three museums in the state that can fabricate on site. They are also interested in what the shop contains because in talking about

reality and pricing and want to get a better understanding of what the Museum has and how the space could be utilized if things were fabricated offsite.

Lemke said that May is busy and there are a lot of art exhibits coming and going. The History Treasure Tour will be held on May 19, 2016 and will be done in conjunction with partners in Brown County and they also have the Member Swap coming up on May 15. Information on both of these events is attached.

Lemke said that the Life and Death at Fort Howard Exhibit opening was fantastic and the Stadium District who funded the exhibit was very thrilled and very pleased and, in addition, the education program is running out very solidly.

Gruszynski asked Lemke how she felt about the overall attendance so far this year. She responded that they are trending similar to 2015. She noted that January and February were better in 2015 because of the Hall of Fame but March and April of this year were better than last year due to the feline exhibit and Life and Death at Fort Howard exhibit. She continued that they tried different strategies and they knew that the feline art needed a social media strategy while the Life and Death at Fort Howard is really the local component and brining on solid partners. Lemke is tracking attendance very carefully and is also tracking expenses very carefully as they are fully staffed this year so there will not be any salary savings. Lemke said that in the coming year or so she will probably be looking at some time accessibility issues to ensure maximum visitation.

Lemke was thanked for her hard work and she gave credit to her hard working staff. She talked about the benefits of the Museum being fully staffed and how important that is.

Gruszynski said that he had a constituent contact him about the County anniversary and he asked Lemke to keep the Committee advised of what will be going on. Lemke said that she will definitely do that and explained some of the things she has been doing to prepare for it. Van Dyck would also like Lemke to explore if there are any opportunities to have some artifacts from the Museum placed in other areas of the community to draw interest to the Museum and encourage people to visit.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

17. **Audit of bills.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to pay the bills. Vote taken. MOTION CARRIED UNANIMOUSLY

18. **Such other matters as authorized by law. None.**

19. **Adjourn.**

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to adjourn at 8:28 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Alicia A. Loehlein
Recording Secretary

Therese Giannunzio
Transcriptionist

Date: May 2, 2016

To: Supervisor Erik Hoyer
From: PMI Entertainment Group
Subject: Brown County Arena Attendance

As per your communication and request, we have included three years attendance numbers (by month) for the Brown County Arena. We are obviously not finished with 2016, but our numbers are up to date through April. We have included our projected events for the rest of the year. Looking forward, attendance in the venue for 2016 will be the highest of the three years as we anticipate exceeding 110,000 attendees.

There are three things to note when looking at this report.

1. We have * all events that take place not only in the arena but also in Shopko Hall. We do not look at the two buildings as separate entities since very often both buildings are used to host one event. That happens, at minimum, seven times per year.
2. When looking at our major shows it is important you realize that, although shows are open to the public for three or four days, they actually occupy the space for eight or nine days. For example Home & Garden begins setting up on Monday, opens to the public on Thursday, runs through Sunday, and doesn't finish moving out until Tuesday.
3. The Brown County Arena is also used for private events that don't show up on this spreadsheet. In the fall it is used extensively for Green Bay Gamblers hockey practice, youth hockey practice, youth hockey tournaments along with high school tournaments. At other times of the year it is used for Green Bay Blizzard practice, and we occasionally use it for Packer pre-game events on game day.

I'm sorry we can't make the meeting on the 5th as it conflicts with our Carrie Underwood show at the Resch Center. This will be our largest crowd of the year (over 9,000 people) and all of our staff is working the event.

If you or any other members of the board have questions please feel free to contact us. My door is always open and we are happy to answer any questions you might have.


Ken Wachter

Brown County Veterans Memorial Arena Attendance Recap 2013-2015									
also includes 1st quarter of 2016)									
Notes a dual building show (Arena and Shopko Hall)									
	2016	2016 Date	2015	2015 Date	2014	2014 Date	2013	2013 Date	
JANUARY									
NBAY RV & Camping show*	2430	January 28, 2016	3016	January 22 2015	2444	January 16, 2014	2210	January 17, 2013	
NBAY RV & Camping show*	2886	January 29, 2016	2400	January 23 2015	2164	January 17, 2014	2620	January 18, 2013	
NBAY RV & Camping show*	7076	January 30, 2016	6556	January 24 2015	6338	January 18, 2014	7234	January 19, 2013	
NBAY RV & Camping show*	2156	January 31, 2016	1768	January 25 2015	2038	January 19, 2014	1874	January 20 2013	
Activity of our Lord Mass					550	January 26, 2014			
Green Bay Cheer Classic	3484	January 23, 2016							
January TOTAL	17,832		13,740		13,534		13,938		
FEBRUARY									
Monster Trucks	2461	February 5, 2016	2784	February 6 2015	2601	February 7, 2014	2767	February 1 2013	
Monster Trucks	6076	February 6, 2016	6279	February 7 2015	5369	February 8, 2014	5739	February 2 2013	
Green Bay Cheer Classic					1988	February 1, 2014	1759	February 9 2013	
NBAY Boat Show*	294	February 18, 2016	486	February 14 2015	600	February 13, 2014	132	February 14 2013	
NBAY Boat Show*	614	February 19, 2016	498	February 20 2015	532	February 14, 2014	768	February 15, 2013	
NBAY Boat Show*	1834	February 20, 2016	1516	February 21 2015	1600	February 15, 2014	1860	February 16, 2013	
NBAY Boat Show*	764	February 21, 2016	628	February 22 2015	692	February 16, 2014	612	February 17, 2013	
Discover the Dinosaurs*	3766	February 13, 2016							
Discover the Dinosaurs*	2646	February 14, 2016							
Spa Sale	150	February 26, 2016	100	February 27 2015					
Spa Sale	150	February 27, 2016	150	February 28 2015					
Spa Sale	150	February 28, 2016							
Rain - Beatles Tribute Band							1041	February 21, 2013	
Beja Shrine Circus			3839	February 28, 2014					
February TOTAL	18,905		14,743		17,221		14,678		
MARCH									
Beja Circus	1158	March 3, 2016	5492	2015 Date	2014	2014 Date	2013	2013 Date	
Beja Circus	2331	March 4, 2016	11094	March 6 2015	10169	March 1 2014	5433	March 1 2013	
Beja Circus	6853	March 5, 2016	6219	March 7 2015	5991	March 2 2014	12013	March 2 2013	
Beja Circus	4015	March 6, 2016		March 8 2015			7895	March 3 2013	
NBAY Home & Garden Show*	1232	March 10, 2016	1698	March 19 2015	1056	March 13 2014	1524	March 14 2013	
NBAY Home & Garden Show*	1508	March 11, 2016	1286	March 20 2015	1752	March 14 2014	1524	March 15 2013	
NBAY Home & Garden Show*	2652	March 12, 2016	3248	March 21 2015	4728	March 15 2014	3556	March 16 2013	
NBAY Home & Garden Show*	2070	March 13, 2016	1478	March 22 2015	2018	March 16 2014	2188	March 17 2013	
WAMO Pool Tournament*			500	March 11 2015					
WAMO Pool Tournament*			1200	March 12 2015					
WAMO Pool Tournament*			2500	March 13 2015					
WAMO Pool Tournament*			2500	March 14 2015					
WAMO Pool Tournament*			750	March 15 2015					
Spa Sale			150	March 1 2015					
WBAY Pet Expo*	990	March 18, 2016			1380	March 21 2014	1816	March 22 2013	
WBAY Pet Expo*	4396	March 19, 2016			8378	March 22 2014	9838	March 23 2013	
WBAY Pet Expo*	1828	March 20, 2016			4184	March 23 2014	4918	March 24 2013	
Gambler's Game					1050	March 7 2014			
Gambler's Game					1860	March 8 2014			

March TOTAL	29,033		38,115		42,566		50,705	
April			2015	2015 Date	2014	2014 Date	2013	2013 Date
NEW Motorama Event*	700	April 1 2016	600	April 3 2015				
NEW Motorama Event*	6,000	April 2 2016	2000	April 4 2015				
NEW Motorama Event*	2,000	April 3 2016	500	April 5 2015			200	April 5 2013
Joint Way Meeting							669	April 11 2013
Wisconsin's Largest Office Party							1376	April 18 2013
Truck Show*	1,111	April 15 2016	1144	April 16 2015	449	April 4 2014	210	April 19 2013
Truck Show*					1544	April 17, 2014		
Winners Wear Helmets			350	April 21 2015	220	April 18 2014		
Ninners Wear Helmets			750	April 22 2015				
Discover the Dinosaurs*					3546	April 12 2014		
Discover the Dinosaurs*					2238	April 13 2014		
Everybodys Rummage Sale	3,086	April 9, 2016	2076	April 18, 2015	7,997		2,455	
April TOTAL	12,897		7,420					
MAY			2015	2015 Date	2014	2014 Date	2013	2013 Date
Spa Sale			50	May 1 2015			200	May 3 2013
Spa Sale			75	May 2 2015			200	May 4 2013
Spa Sale			25	May 3 2015			250	May 5 2013 -
NEWCIP Spring Program			75	May 28 2015				
WAMO State Dart Tournament*							750	May 15 2013
WAMO State Dart Tournament*							1700	May 16 2013
WAMO State Dart Tournament*							1750	May 17 2013
WAMO State Dart Tournament*							1700	May 18 2013
WAMO State Dart Tournament*							900	May 19 2013
Winners Wear Helmets					589	May 20 2014		
Winners Wear Helmets					395	May 21 2014		
May TOTAL			225		984		7,450	
JUNE			2015	2015 Date	2014	2014 Date	2013	2013 Date
Discover the Dinosaurs*			925	June 6 2015				
Discover the Dinosaurs*			925	June 7 2015				
June TOTAL			1850		0		0	
JULY			2015	2015 Date	2014	2014 Date	2013	2013 Date
Avenged Sevenfold Rehearsal							50	July 14 2013
Avenged Sevenfold Rehearsal							50	July 15 2013
July TOTAL			0		0		100	
AUGUST			2015	2015 Date	2014	2014 Date	2013	2013 Date
WITT Auto Sale			162	August 10 2015	200	August 4 2014		
WITT Auto Sale			219	August 11 2015	200	August 5 2014		
WITT Auto Sale			311	August 12 2015	200	August 6 2014		
WITT Auto Sale			286	August 13 2015	200	August 7 2014		
WITT Auto Sale			168	August 14 2015	200	August 8 2014		
WITT Auto Sale			194	August 15 2015	200	August 9 2014		
August TOTAL			1340		1200		0	
SEPTEMBER			2015	2015 Date	2014	2014 Date	2013	2013 Date

Fonferek Glen

mjf4@ymail.com

Wed 5/4/2016 1:59 PM

To: VanDyck, John R. <VanDyck_JR@co.brown.wi.us>;

Cc: Martinkatym@yahoo.com <Martinkatym@yahoo.com>;

Good Afternoon John,

I was informed by a neighbor (Katy Martin) that the Brown County Board of Supervisors' Education and Recreation Committee will be meeting tomorrow evening, with an agenda item for the meeting being some issues experienced at Fonferek Glen. I am unable to attend, but as you are our representative in District 17, I thought I would share a little constituent perspective with you that hopefully you can also share with the committee and the board to help improve the situation at one of our parks.

I visit the park frequently John - my property boundary is only about 200' from the northeast corner of the park and I regularly walk a path from my home, through the park, and along Dutchman Road back home, so I have a pretty good handle on park use and the parking along the road. I have owned the property for over a decade, so my experience spans some time, and I can tell you that both the parking issue, and the park use in general has changed over that time.

My comments are not coming from someone that believes the park is a poor neighbor, or that the park should not be enjoyed - quite the contrary. I am an avid outdoorsman. I participated on a Ledgeview committee a few years ago as the town worked to develop hunting boundaries, and I worked in that committee to make sure Fonferek Glen was available to bow hunters as well as the general public - I believe the falls and natural Niagara Escarpment formations found there offer a unique and beautiful natural experience in Brown County, and it should be used and appreciated by the community.

It is for those reasons that I wanted to comment and share my observations. I strongly believe that the present use of the park by young teens as an area to frequent without supervision is the root cause of both the parking issues along Dutchman Road, as well as a myriad of other issues of concern to the neighbors of the park and the public in general. I routinely witness teens and young adults using the park as a place to congregate to drink, or use drugs. Quite frankly, the terrain in the park does not lend itself to wandering under the influence, and as you know, there have been a number of accidents on the cliffs there. Of course, a bunch of teenagers participating in illegal activities does little to promote use of the park by families or individuals wishing to experience the unique geological features there. In fact, I believe it impedes such use.

That particular use also tends to flow outside of the park onto private property - mine included. I have escorted many teens from my property, found countless beer cans, fires, forts, etc. along Bower Creek on private property. I have posted my property only to have those signs removed or defaced. Picking up garbage is a routine task on my walks.

Honestly, I don't have issues with people walking across my property - like the park, it's a beautiful area to enjoy. But I really *don't* like the mess, or the risk of fire, or a beer party in my backyard on a Saturday afternoon. Unfortunately, it's those uses, like the misuses in the park, that have turned into the predominate draw for the area.

The same features that make the park an interesting geological nature experience are the ones that make for an out of sight / unsupervised experience for young teens. My personal observation has been that teens looking for a place to get away from the prying eyes of parents and law enforcement in the hills and river valley of Fonferek Glen Park and surrounding properties is undoubtedly a very real contribution to the significant increase in use, and for the large number of cars parked along Dutchman road on warm spring afternoons. Unfortunately, that particular use of the park makes for a serious safety risk, creates issues for nearby land owners, and unfortunately, is a disincentive for more appropriate use of the area.

Solutions? Dutchman road could be posted no parking. The speed limit could be lowered. The parking area expanded. All might improve safety in the area.

But it is my strong belief that unless and until the area becomes routinely patrolled, and the Brown County Sheriff is called upon to cite underage drinking and drug use, I expect issues will continue. I would prefer to see the root cause addressed, and the park made available for its intended purpose, rather than to continue to permit inappropriate use by ignoring the reality of what is going on at the park, and in the process, creating significant safety issues.

Brown County Contact Form

Jordan Atlas <clownchef@gmail.com>

Tue 4/19/2016 10:39 AM

To: VanDyck, John R. <VanDyck_JR@co.brown.wi.us>;

Email Address: clownchef@gmail.com

First Name: Jordan

Last Name: Atlas

Address: 4180 Gemstone Trl

City: Green Bay

State/Province: Wisconsin

Zip Code: 54311

Phone Number: 920-360-6333

Fax Number:

Comments/Questions: Mr Van Dyck

I live within view of Fonferek Park and have had numerous problems I would like to discuss with you like many of the neighborhood. First are two major accidents on Dutchman road in past 6 months within 1/2 mile of park. A car rolled over leaving area on Sunday April 17 and in Sept a car lost control en route to park and crashed into my personal car parked in driveway (my children had been playing outside near bye!). Also being woken up by a drunk on my front porch at 2 am who had stumbled away from creek. Please let me know when I can speak with you and other board members about more constant concerns.

Thank you Jordan Atlas

Brown County Contact Form

Alison (Petri) Selk <alison@steimlebirschbach.com>

Tue 4/19/2016 2:15 PM

To: VanDyck, John R. <VanDyck_JR@co.brown.wi.us>;

Email Address: alison@steimlebirschbach.com

First Name: Alison

Last Name: (Petri) Selk

Address: 2850 Dutchman Road

City: Green Bay

State/Province: Wisconsin

Zip Code: 54311

Phone Number: 9209739586

Fax Number:

Comments/Questions: Hello Mr Van Dyck - I understand that you may have been made aware of the ongoing issues regarding the users of Fonferek Park on CTY MM which is located across the street from my home. With the weather warming the traffic and parking are atrocious on the road. The road is not meant to hold so many parked vehicles. You have young people and young children walking in the middle of what is a 55 mph highway. Some visitors are very rude, liter on the roadway and in the park, and speed/drive inappropriate for the traffic/parking, leaving after dusk, pulling in and out of our driveway (I have 3 young children 3/4/8 and a dog). There are also a lot of young people who use the park for smoking pot and drinking. To my knowledge there is NO monitoring. We requested a speed study last year with NO results provided. We have contacted the park manager and he has been USELESS. Neighbors are sending letters to other neighbors attempting to figure out what we can

do. I can't imagine there isn't something that can be done. Please let us know if there can be a public meeting where our concerns will not only be heard but possibly acted upon. At this point our concerns are falling on deaf ears. Thank you for your time and, hopefully, your attention also. Alison

Brown County Contact Form

Nick Selk <nick.selk@thieletech.com>

Tue 4/19/2016 10:55 AM

To: VanDyck, John R. <VanDyck_JR@co.brown.wi.us>;

Email Address: nick.selk@thieletech.com

First Name: Nick

Last Name: Selk

Address: 2850 Dutchman Road

City: Green Bay

State/Province: Wisconsin

Zip Code: 54311

Phone Number: 920-265-8775

Fax Number:

Comments/Questions: Good morning Mr. Van Dyck,

I am writing with concern regarding activity at Fonferek's Park. Traffic and use of the park has picked up enormously the past couple of years. We

With increased use comes several safety concerns that we believe the county could improve upon.

- 1) Parking-Due to the limited amount of parking at the actual park, people are forced to park on CTY MM. The road has very steep shoulders and is a 55 MPH speed limit. This weekend there was cars parked on both sides of the road for several hundred feet. People are constantly pulling in and out of our driveway. We have even had people ask if they could park in our driveway!
- 2) Speed- The 55 MPH speed limit is dangerous for an area that sees such pedestrian activity of families and young people on the roadway. This should be reduced to 45 MPH. We do believe you did a study on MM last year, did anything come of that?
- 3) Drug use- We took our 8 year old daughter and her friend on a walk through the park on Saturday and walked by 2 groups of teenagers smoking marijuana. We would say 75% of the people in the park on Saturday afternoon were the age of 16 to 21. We think it is great that they are going out and enjoying the beautiful park, but not to get high and drink a few beers. It is way too dangerous of an area for that. There seems to be little or no oversight of this. My conversation with the assistant park director confirmed that.

Fonferek Glen meeting

Katy Martin <martinkatym@yahoo.com>

Tue 5/3/2016 12:09 PM

To: VanDyck, John R. <VanDyck_JR@co.brown.wi.us>;

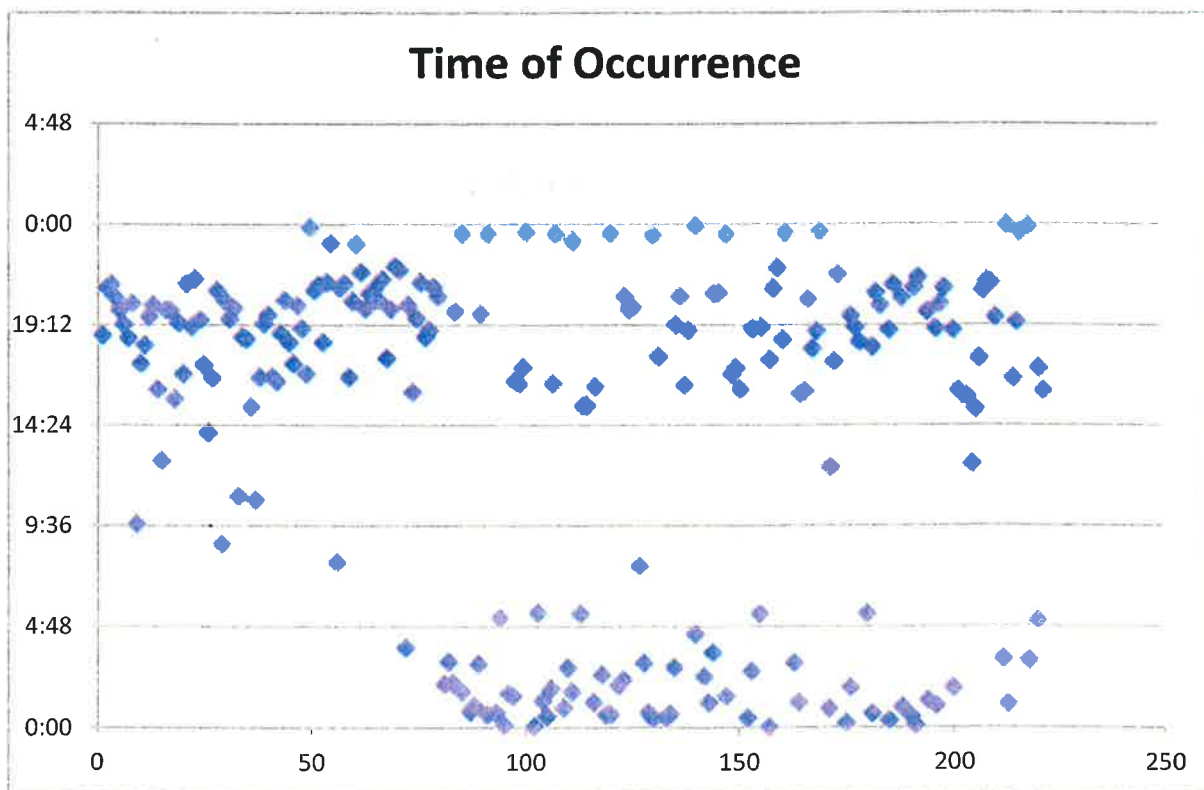
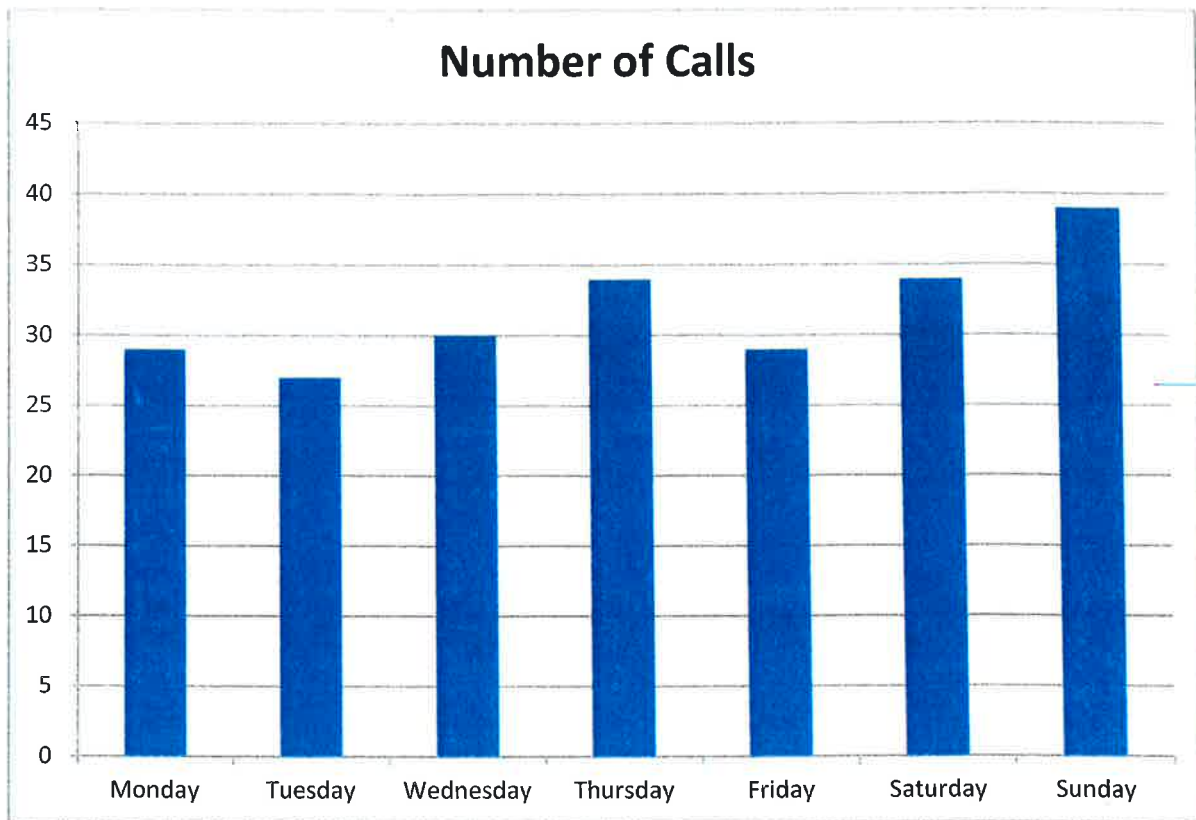
📎 1 attachment

Rep. Ribble - Fonferek's Glen Issue.pdf;

I was informed by a neighbor that the county was finally going to discuss some issue we neighbors are all dealing with by the park. He said you would be willing to bring up issue on our behalf. I am grateful. A large part of my property is adjacent to the park. I have been trying to get attention to this for some time. i have even contacted senator. attached is what i sent them last year. My be this will help with the discussions. I will also try to attend. thanks you.

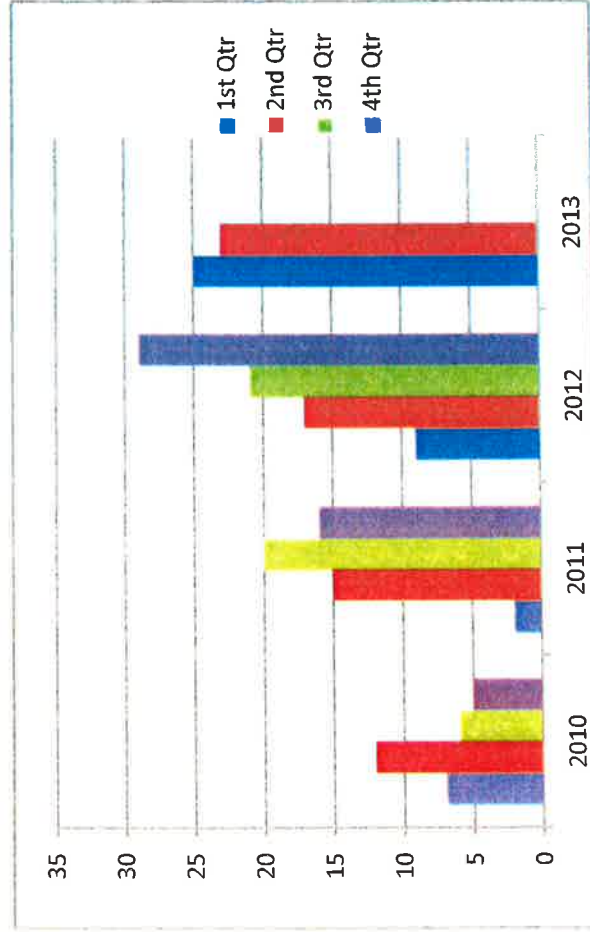
Katy Martin Martin Hardware Inc. 1949 E. Mason St. Green Bay, WI 54302 920-432-4845 DIB # 0216

6



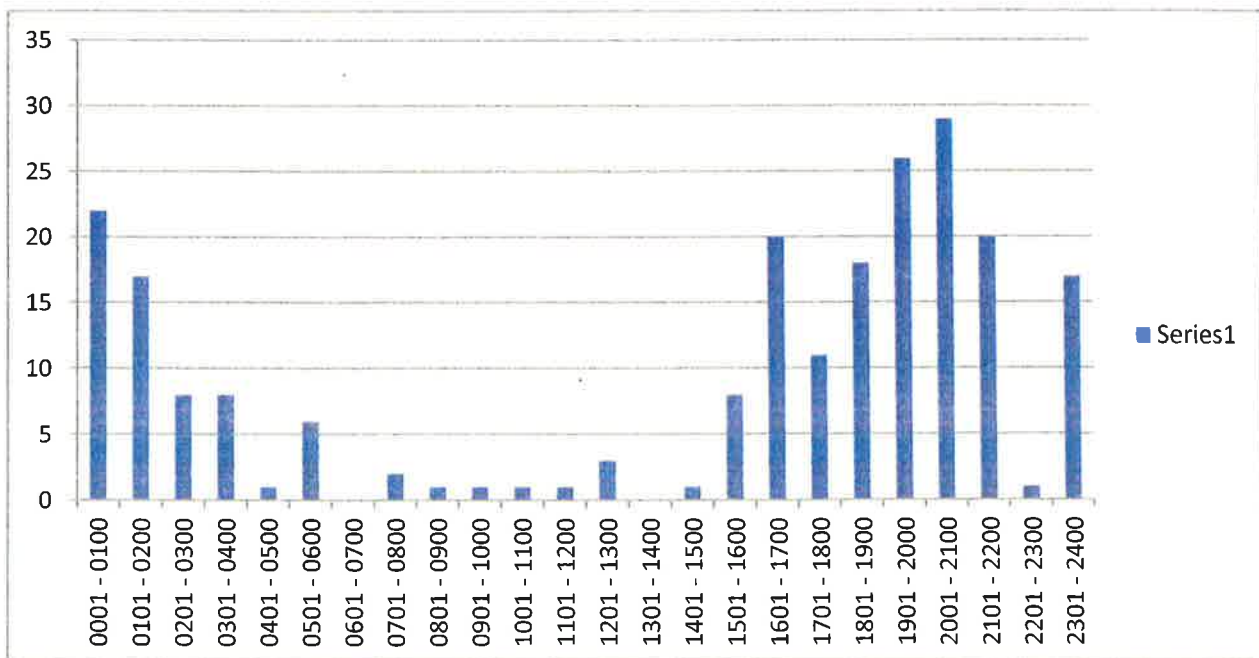
TIME OF YEAR

	2010	2011	2012	2013	
1st Qtr	7	2	9	25	43
2nd Qtr	12	15	17	23	67
3rd Qtr	6	20	21		47
4th Qtr	5	16	29		50
	30	53	76	48	207

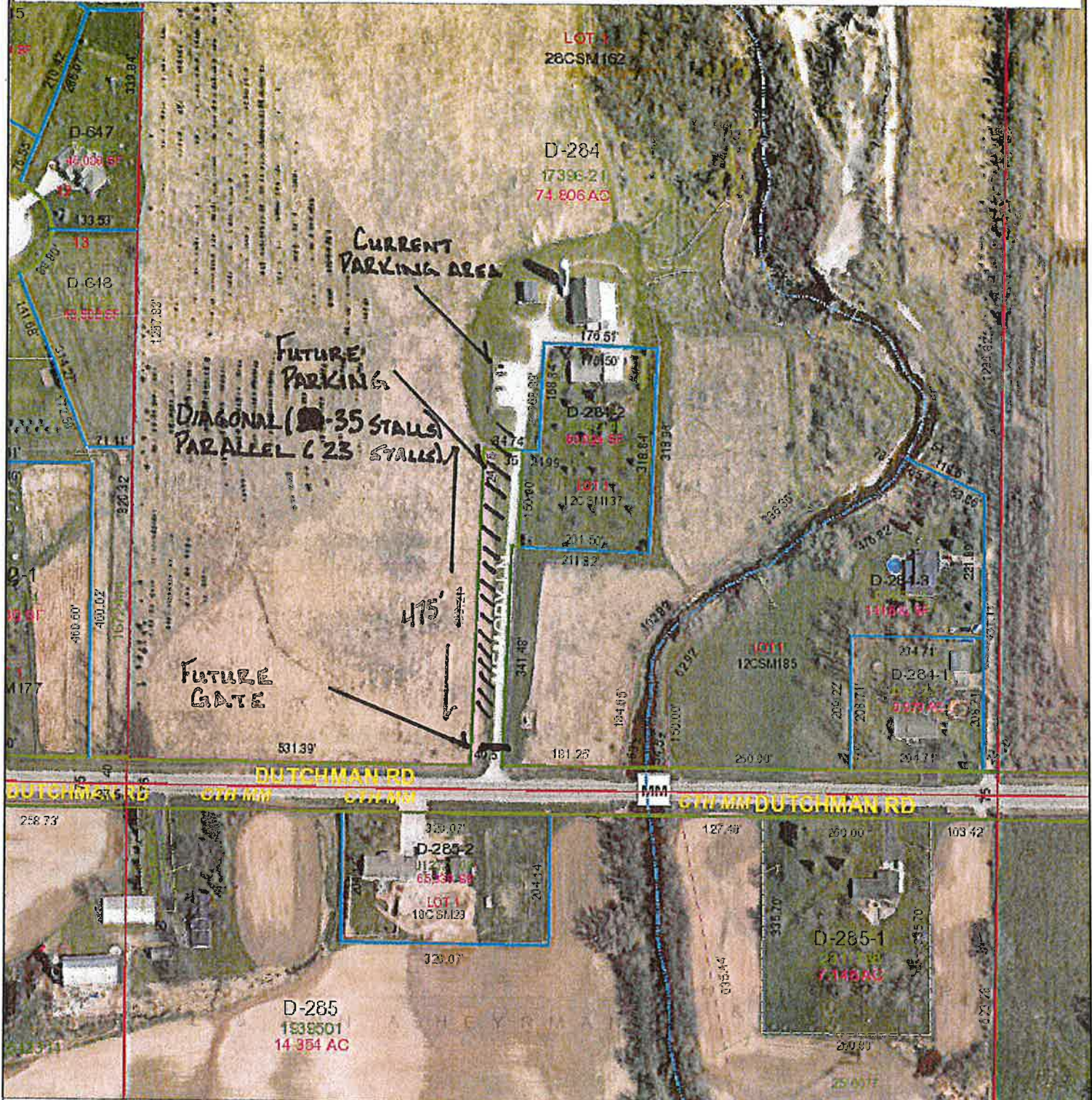


TIME OF DAY

0001 - 0100	22
0101 - 0200	17
0201 - 0300	8
0301 - 0400	8
0401 - 0500	1
0501 - 0600	6
0601 - 0700	0
0701 - 0800	2
0801 - 0900	1
0901 - 1000	1
1001 - 1100	1
1101 - 1200	1
1201 - 1300	3
1301 - 1400	0
1401 - 1500	1
1501 - 1600	8
1601 - 1700	20
1701 - 1800	11
1801 - 1900	18
1901 - 2000	26
2001 - 2100	29
2101 - 2200	20
2201 - 2300	1
2301 - 2400	17
	222



Fonferek's Glen Parking



Map provided by the Brown County Planning & Land Services Department - Land Information Office (LIO)

A map key (legend) and other information about this map is available at: maps.gis.co.brown.wi.us

This map is intended for advisory purposes only. It is based on sources believed to be reliable, but Brown County distributes this information on an "As Is" basis. No warranties are implied. Boundaries shown on this map are general representations only and should not be used for legal documentation, boundary survey determinations, or other property boundary issues.

05/05/2016
Scale 1:2400

PARK DEPARTMENT
Brown County



1150 BELLEVUE STREET, RM 151
GREEN BAY, WI 54302

PHONE: (920) 448-4464 FAX: (920) 448-4054
E-MAIL: KRIESE_MM@CO.BROWN.WI.US

Brown County Parks Plan Online Survey – May 2016



**Do you enjoy hanging out in
the Brown County Parks?**

(Brown County, WI)~

The Brown County Parks Department is in the process of updating the 5-year Parks and Outdoor Recreation Comprehensive Plan.

Anyone who enjoys “hanging out” in the parks or has an interest in the future of the County Park System is asked to participate in the planning process by completing an online survey. This survey will help the County determine how parks are currently being used and explore additional facilities, amenities, and programs needed in the county.

Use the link below or scan the QR code to start taking the brief survey:

https://uwex.qualtrics.com/SE/?SID=SV_5AN8Xt8jO3dOtgN

OR



The survey will be available the entire month of May.

Thank you,
Park Staff

NEW ZOO & ADVENTURE PARK

Brown County

4418 REFORESTATION ROAD
GREEN BAY, WISCONSIN 54313

PHONE (920) 662-2405
E-MAIL EDUCATION@NEWZOO.ORG



ANGELA KAWSKI-KROENING

EDUCATION & VOLUNTEER PROGRAMS COORDINATOR

For immediate release:

The NEW Zoo & Adventure Park, in partnership with the Howard-Suamico Education Foundation, is pleased to announce the hosting of a brand new, family-friendly event:

The Sweet Safari for Education

A Wild Artistic Adventure

This event will be held on Thursday, May 12th,
from 4:00 p.m. to 8:00 p.m.



The Sweet Safari will feature free samples of "sweet treats" from a variety of local vendors and restaurants. While guests make their way through the zoo to enjoy these tasty treats, they can also participate in several other fun activities, including children's games, live animal encounters, free carousel rides, and more. A bounce house and inflatable obstacle course will be available, weather permitting, and a special art show, featuring over 150 pieces of artwork from Howard-Suamico School District students, will be on display, too. These works of art will feature endangered species, including species found at the NEW Zoo!

Advance tickets are available at several local Festival Foods locations: De Pere, Green Bay East, Green Bay West, and Suamico; at the Suamico Citgo; at the Howard-Suamico School District Office; and at the NEW Zoo's Visitor Center building. Tickets for the event are \$8 in advance and \$10 at the door. Children under 2 will be free.

All proceeds raised during the event will benefit education programs, both at the NEW Zoo and throughout the Howard-Suamico School District. Special thanks to our event sponsors and Sweet Treat Stations: Beerntsen's Candies; Breadsmith; CheeseCake Heaven, Inc.; Discovery Education; Festival Foods; KI; LaJava a Roasting House; Miron Construction; Monkey Tailz; Montoure/Hanson/Teske Orthodontic Care; Olde World Pastries Plus LLC; Poppin' Z's Gourmet Popcorn; Sam & Louie's Pizzeria; SMT Machine & Tool, Inc.; The Avenue 91.1; The Shepherd's Kids; Winner Green Gum; Woodman's Markets; Zesty's Frozen Custard & Grill.

Please note, the NEW Zoo will close from 3:00 p.m. to 4:00 p.m. on May 12th in order to prepare for the event.



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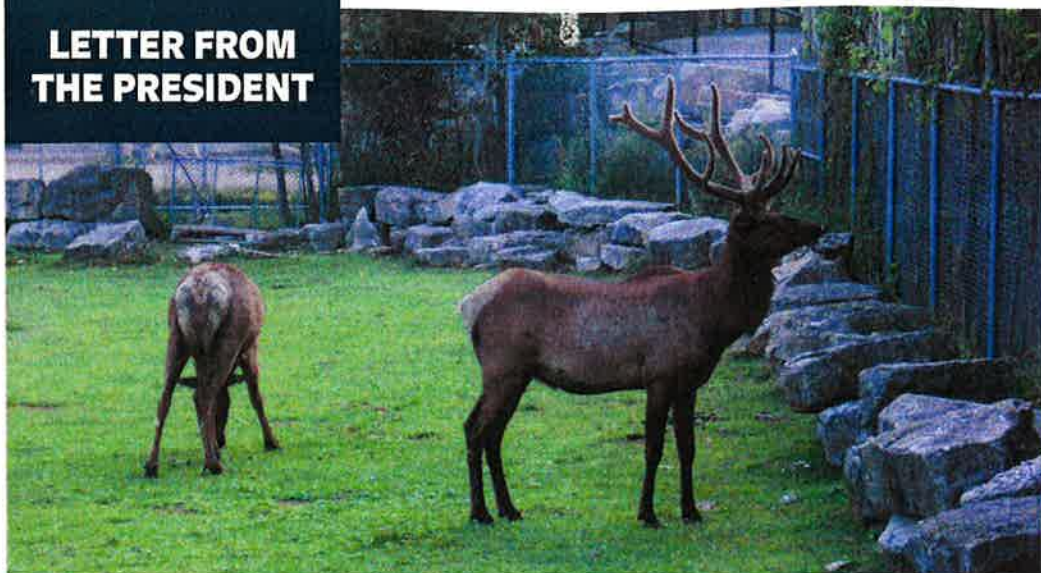
N.E.W. ZOOLOGICAL
SOCIETY, INC.TM



ACCREDITED BY THE
ASSOCIATION
OF ZOOS &
AQUARIUMS

2015
Annual Report

LETTER FROM THE PRESIDENT



Dear Friends of the N.E.W. Zoological Society, Inc.,

2015 has proven to be another exciting year for the society and the NEW Zoo. This year Zeise Construction completed construction of the east end of the animal hospital. The East end of the building consists of the surgery area, exam space, offices, laboratory, and secure storage area for vaccinations. We were also able to do about 90% of the renovations to the old animal hospital turning that into a new diet kitchen.

We were able to get Neil Anderson, Dr. Tracey Gilbert, and their staff moved into their offices in late summer. They were then able to use the new operating room, exam space, and all the other new amenities that were so badly needed.

For the whitetail hunters in the group: if you have not gotten out to the NEW Zoo to see our whitetail buck, he is truly a sight to see. He was a 3-1/2 year old last fall and carried a massive set of antlers. My estimations are he was in the low 160 inch class. He would be every hunter's dream to see in the woods on opening day. Make it a point next summer/fall to take a trip out to see him.

Now for the good news/bad news;

The good news is on August 20, 2015, Dr. Tracey and staff performed the first surgery in our new Animal Hospital. The first operation was on the whitetail buck.

The bad news: although he fought valiantly, he got a vasectomy! As it went, the buck had an exceptionally smooth anesthesia and surgery, and his recovery was swift and smooth. He will be unable to pass on his genes for future viewing at the NEW Zoo. However, he is a must see for the sportsman in the audience.

The surgery was performed in a sterile environment with all the appropriate equipment at hand and was a great success.

One of the next priorities is to do a much needed root canal surgery on the male Lion. I'm not sure how to gauge the patience of a lion with a sore tooth, but I would not want to test it.

The fundraising for 2015 went as planned and we met all of our financial goals. We were successful in paying all of our bills to date and have also paid off a large chunk of our loan for the facility to Denmark State Bank.

We are at about 65% complete on the overall project fundraising for the new Animal Hospital. Although the building is up and operational, we still have interior work to do for the animal storage areas including caging, protective wall coverings, flooring, and gates. We also need to purchase new medical equipment necessary for the hospital. Lastly we need to cover our costs for fundraising, architectural, engineering, and permits.



Steve Bieda

President
N.E.W. Zoological Society, Inc.

CURRENT BOARD OF DIRECTORS

Steve Bieda
PRESIDENT

Lizz Gibson
VICE PRESIDENT

Paul Kosmoski
TREASURER

Dave Czarnecki
SECRETARY

BOARD MEMBERS

Frank Czarnecki

Joe Draves

Brian T. Flood

Dr. Tracey Gilbert

Craig Kolb

Jeff Marquardt

Arnie Rentmeester

Ben Schenkelberg

Hank Wallace

BOARD MEMBERS EMERITUS

Dick English

Judy Krawczyk

TECHNICAL ADVISORY COMMITTEE (TAC)

Neil Anderson

Rita Dufour

Janet Groh

Angela Kawski-Kroening

Carla Krawczyk

Vern Krawczyk

Carmen Murach

Bernice Rentmeester

Sam Rodriguez

Karl VanRoy

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

STATEMENT OF FINANCIAL POSITION AS OF DEC. 31, 2015

ASSETS

Current Assets	
Cash	\$ 85,931
Property and Equipment	
Furniture and Equipment	12,289
Less: Accumulated Depreciation	6,293
Net Property and Equipment	5,996
Other Assets	
Investments	338,231
Unconditional Promises to Give for Long-Term Purpose	161,513
Total Other Assets	499,744
TOTAL ASSETS	\$ 591,671
LIABILITIES AND NET ASSETS	
Current Liabilities	
Current Portion of Long-Term Debt	\$ 150,000
Accounts Payable	760
Total Current Liabilities	150,760
Long Term Liabilities	290,000
Total Liabilities	440,760
Net Assets	
Unrestricted Deficit	(267,285)
Temporarily Restricted	418,196
Total Net Assets	150,911
TOTAL LIABILITIES AND NET ASSETS	591,671

SCHEDULE OF FUNCTIONAL EXPENSES FOR THE YEAR ENDED DEC. 31, 2015

	Program Services	Management and General	Fundraising	Total
EXPENSES				
N.E.W. Zoo.				
Improvements	\$ 278,801	-	-	\$ 278,801
Plaques	-	-	13	13
Memorial Garden	146	-	-	146
Wall of Honor	4,903	-	-	4,903
Brick Expense	-	-	3,967	3,967
Education Coordinator	4,227	-	-	4,227
Membership Dues	554	-	-	554
Advertising	-	-	2,695	2,695
Postage	-	551	55	606
Printing	-	-	573	573
Office Supplies	-	3,837	160	3,997
Credit Card Fees	-	-	-	-
Professional Fees	-	7,788	-	7,788
Depreciation	-	1,897	-	1,897
Insurance	-	1,650	-	1,650
Outside Services	5,400	29,160	1,440	36,000
Telephone	-	874	36	910
Professional Fundraiser	-	-	24,010	24,010
Repairs and Maintenance	87	-	-	87
Interest	18,463	-	-	18,463
TOTAL EXPENSES	\$ 312,581	\$ 45,757	\$ 32,949	\$ 391,287

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DEC. 31, 2015

REVENUE AND OTHER SUPPORT	Unrestricted	Temporarily Restricted	Total
Contributions	\$ 46,398	\$ 312,134	\$ 358,532
Special Events, Net	31,470	-	31,470
In-kind Contributions - Special Event	3,948	-	3,948
In-kind Contributions - Program	5,050	-	5,050
Interest income	62	-	62
Net Assets Released from Restrictions	196,000	(196,000)	-
TOTAL SUPPORT AND REVENUE	282,928	116,134	399,062
EXPENSES			
Program Services	312,581	-	312,581
Management and General	45,757	-	45,757
Fundraising	3,294	-	3,294
Total Expenses	391,287	-	391,287
CHANGE IN NET ASSETS BEFORE LOSSES	(108,359)	116,134	7,775
REALIZED AND UNREALIZED LOSSES ON INVESTMENTS	(2,904)	-	(2,904)
CHANGE IN NET ASSETS	(111,263)	116,134	4,871
NET ASSETS - BEGINNING	(156,022)	302,062	146,040
NET ASSETS - ENDING	(267,285)	418,196	150,911

SOCIETY EVENTS 2015

FEAST T-SHIRTS
\$15 TIE-DYED
\$10 SOLID COLOR
CALL 434-6814



16th Annual "Feast with the Beasts" 2015

The N.E.W. Zoological Society along with the Wisconsin Restaurant Association (WRA) hosted the 16th annual "Feast with the Beasts" event, presented by Capital Credit Union, on Monday, August 3rd. The SOLD OUT event was a huge success! The weather was beautiful and our zoo animal friends were out and active. We are confident in saying none of our 1200 plus guests left hungry and most were carrying a dish of custard or fruit for the ride home. We would like to congratulate Legends for taking the title of "Best of the Feast 2015." Thank you to all the wonderful volunteers, zoo staff, participating vendors, sponsors, and those who purchased a ticket. All proceeds from the event support the missions of the Society & the WRA-Green Bay Chapter.

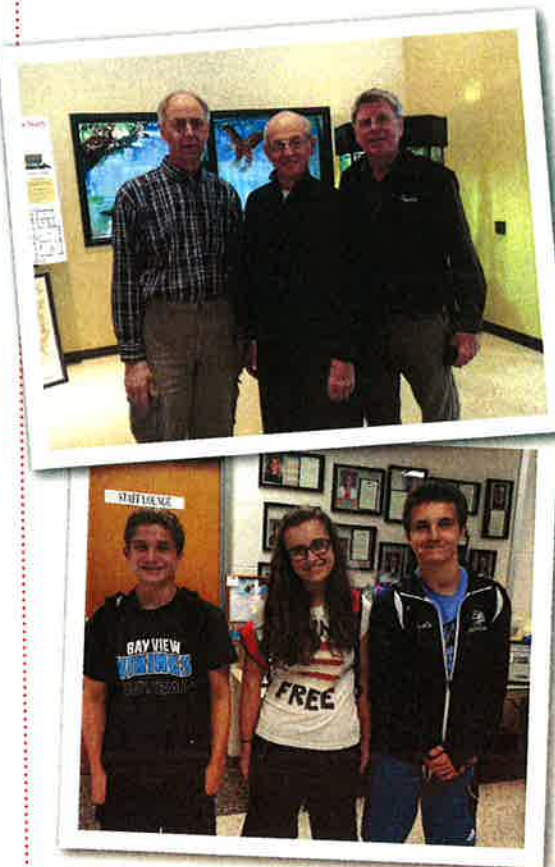
2015 Food, Beverage, & Music Participants: 1951, alcorso restaurant, The Bottle Room, Caliente, Culver's, Dean Distributing, De Grand Family Restaurant, Edible Arrangements, Fajita Republic, Four Way Bar & Restaurant, General Beverage, GFS Marketplace, Grazies, Green Bay Distillery, Hagemeister Park, HuHot Mongolian Grill, Indulge Catering, Kay Distributing, 95.9 KISS FM, 104.9 NASH FM, Krystal Kleer, Legends, La Java, Los Banditos, Michael Gillespie & the Trio, The Marq, Noodles & Company, Olsen's Piggly Wiggly, Pepsi, rustique pizzeria + lounge, Sam & Louie's Pizza, St. Brendan's Inn, Subway, Texas Roadhouse, Titledown Brewing, Triangle Distributing, Tundra Lodge, Woodfire Lodge, & Zesty's Frozen Custard!

Thank you to our wonderful Sponsors!



3rd Annual "Skunks are Beautiful" Cribbage Tournament

Our 3rd annual "Skunks are Beautiful" Cribbage tournament was a huge success! The event held on Thursday, April 9th was SOLD OUT days before the event. There were 70 teams in the Ski Lodge at the NEW Zoo and the place was hopping! We were up approximately 30 teams from the prior year and we doubled our proceeds.



Pictured are some of the wonderful people & zoo staff that helped set up, serve food, sell raffle tickets, clean up, & everything else that made this event successful. Thank you to more wonderful people (not shown) Mary Jo Nash, Mark Soderlund, Dean Tackmier, & Steve Krawczyk

Thank You to Our
Wonderful Sponsors:



SOCIETY EVENTS COMING IN 2016



APRIL, 14, 2016

Come try your luck at our 4th Annual "Skunks are Beautiful" Cribbage Tournament. Dinner will start at 6 p.m. in the ski lodge at the NEW Zoo and then get ready to play cards! The cost is \$50 per 2 man/woman team and the event is limited to 72 teams. Last year we sold out before the event. (E-mail newzoosociety@gmail.com for more information or to join the sponsor team-Naming Rights still available)



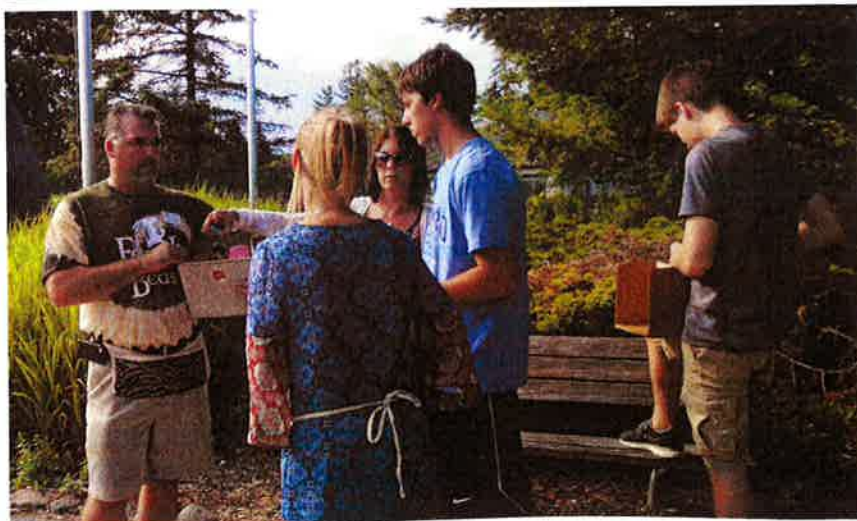
AUGUST 8, 2016

Wine & Dine at our 17th Annual "Feast with the Beasts" Event, presented by Capital Credit Union. This popular event, hosted by the N.E.W. Zoological Society and the Wisconsin Restaurant Association, will run from 6 until 8 p.m. Eat, drink, and mingle, while visiting with your favorite animal friends at the NEW Zoo. Tickets are \$35 in advance and \$40 at the door (if available). Tickets are limited and they go fast! (E-mail carlazoo@netnet.net to join the sponsor team)



SEPTEMBER 15, 2016

Run wild at our first 4K "Night Howl" Evening Run/Walk on the newly lit trails at the Reforestation Camp. Sign in at 6 p.m. and then get ready to "take your mark"! Bring your appetite because we are going to feed you afterwards. The cost is \$35 and is limited to the first 300 people. Stay tuned for more details. (E-mail carlazoo@netnet.net to join the sponsor team-Naming Rights still available for this soon to be popular event)

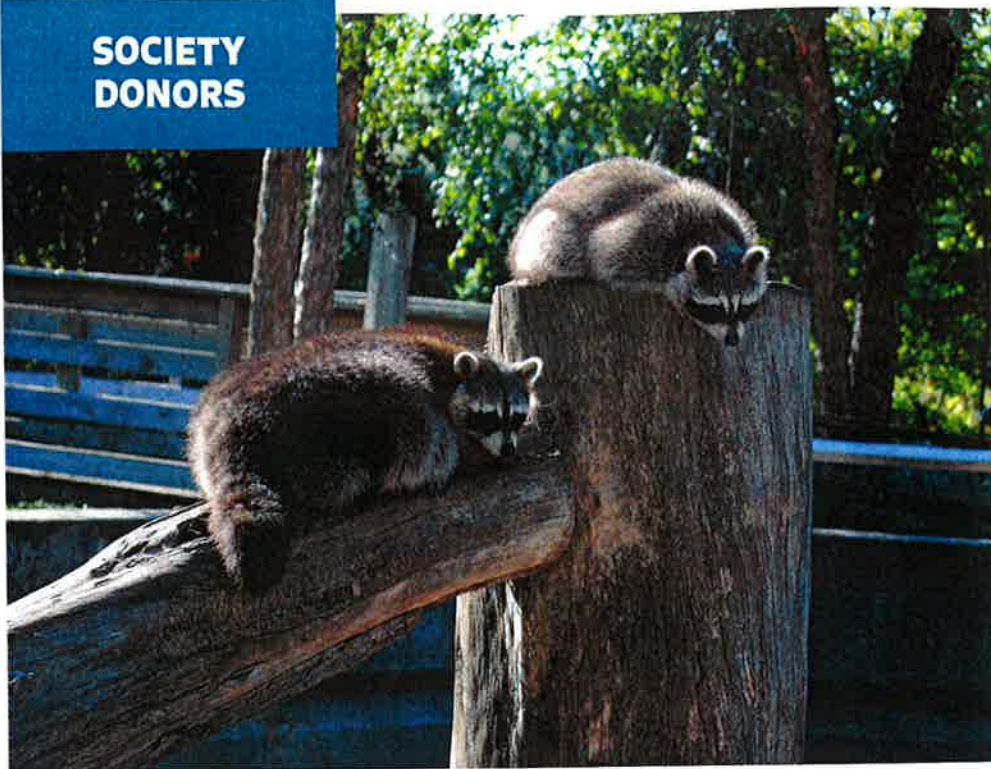


NOVEMBER 15, 2016

Inaugural "Yuletide Affair" Fashion Show, presented by Hey Daisy! This evening event will take place in the beautiful Mayan Restaurant at the zoo with wine provided by Duck Creek Winery. Tickets are \$35 and are limited to the first 100 people. (E-mail carlazoo@netnet.net to join the sponsor team)

Stay tuned for further event details!

SOCIETY DONORS



\$10,000 AND UP

Anonymous
 Bay Industries Inc. / *In Memory of Arnold W. Schmidt*
 Bernie & Alyce Dahlin
 Byron L. Walter
 Cornerstone Foundation
 Festival Foods
 K.C. Stock Foundation
 Jack & Engrid Meng
 Ruth & William Merkey Foundation
 Schneider National Foundation
 Wisconsin Public Service Foundation

\$5,000 – \$9,999

Green Bay Packers
 Hart Design Foundation
 Dr. Tracey Gilbert/Gentle Vet Animal Hospital
 Weyers, Ron & Colleen

\$2,500 – \$4,999

Ashwaubenon Lions Club
 Shirley Henry Living Trust

\$1,000 – \$2,499

Associated Bank
 Kosmoski Family / *KOS Management*
 VanRoy, Karl
 Wochinske Family Foundation

\$500 – \$999

Czachor, Henry & Margaret
 English, Dick & Grace
 E.W. & Margaret Leicht Family Fund / *Greater Green Bay Community Foundation*
 Harvey, Ernest & Joan

Kiwanis Club of DePere

MCL Industries, Inc. / Tyler VandenBusch
 Oshesky, Art & Judy
 United Health Group Dollars for Doers / *Jerilyn Mackey*

UP TO \$499

Anonymous
 Baker, Stephanie, Pat, & Shannon
 Basten-Sturm, Kathleen / *Aurora Health*
 Baycare Clinic Foundation / *Dr. Wienkers*

Bohman, Sandy

Carey, Maureen / *Thrivent Financial For Lutherans*
 Cavil, Dianne / *Aurora Health*
 Cunningham, Mary / *Thrivent Financial For Lutherans*
 Davies, Tom
 Deininger, David G.
 Dickson, Robert
 Draves, Joe & Lisa
 Dufour, Rita
 Ehrbar, June
 Esson, Rhoda
 Fleck, Mike & Ginny
 Fuhrman, Paul & Colleen
 Gibson, Lizz & Jon Russell
 Green Bay Downtown Lions Club
 Guenzel, Bill & Jo
 Heim, Pauline
 Herbert H. Kohl Charities, Inc.
 Hoefs, Mark & Sara
 Hogan, Joan
 Jones, William
 Kendall, Joy
 Krawczyk, Steve, Carla, & And

SOCIETY FUNDRAISING ACCOMPLISHMENTS

Cornerstone Animal Hospital & Recovery Center Project
 Education & Conservation Center
 Snow Monkey Exhibit
 Giraffe Exhibit
 Aviary
 K.C. Stock Safari Train
 Endangered Species Carousel

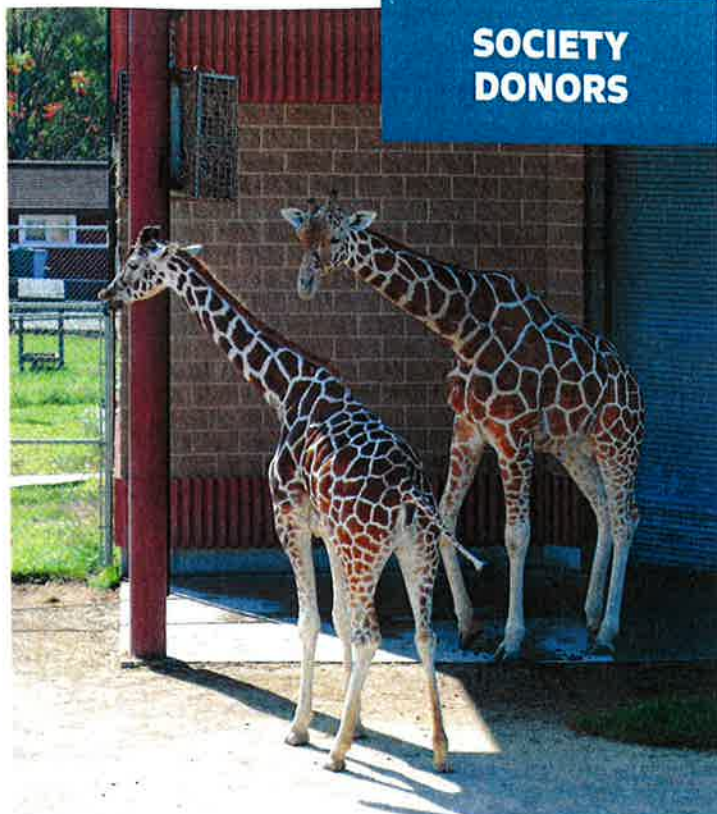
Visitor Center
 Lynx Exhibit
 Tortoise Exhibit
 Lion Exhibit
 Otter Exhibit
 Animal Care Facility
 Penguin Exhibit
 And more...

Thank you for your support & friendship!

Krawczyk, Vern & Judy
Kress, Will
Krist, Keith & Priscilla
Mackey, Jerilyn / *United Health Group*
Majewski, Wade
Meyer, Ed Jr.
Poupore, Norb & Ann
Rentmeester, Arnie & Bernice
Roels, Bernard & Margaret
Ruetten, Victoria & Joel / *Aurora Health Care*
Rockledge Intermediate School
Shoemaker, Dan
Schuldes, Marjorie
Sevcik, Anita
Sheedy, Mary Jean
Trinks Inc. / LMG
Vieau, Mike & Bonnie
Wagner, Bob & Tina
Wisconsin Public Service Foundation / *Dollars for Doers Program*
Wisconsin Public Service Foundation / *Matching Gifts Program*
Zernzach-Mathe, Cynthia / *Aurora Health*

IN-KIND DONORS

Anonymous x 2
Bieda, Steve, Chris, & Marissa
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Cellcom
Christensen, Carl
Colb, Craig & Meg
Czarnecki, Dave & Karen
Czarnecki, Frank & Geri
Draves, Joe & Lisa
Dufour, Rita
Flood, Brian & Sarah
Frederic Gregory
Gibson, Lizz & Jon Russell
Gilbert, Dr. Tracey
Groh, Ed & Janet
Howe, Kate
Kosmoski, Paul & Patrice
Krawczyk, Andi
Krawczyk, Steve, Carla,
Krawczyk, Vern & Judy
Mau & Associates
NWTC Welding/ Jon Russell
Rentmeester, Arnie & Bernice
Schenkelberg, Ben
Seaway Foods
Sumnicht, Hilary



Victory Sign
Wallace, Hank & Diane
Wisconsin Film & Bag
Wisconsin Public Service

EVENT SPONSORS

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104.9 NASH FM
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BayCare Eye Clinic Fdn. / Dr. Wienkers
BayTek Games
Capital Credit Union
Dean Distributing
DeLeers Construction
FOX 11 WLUK
Green Bay Expo Services
Green Bay Packers Organization / "Feast with the Beasts" Event
Green Bay Packers Organization / "Skunks are Beautiful" Cribbage Tourny
Hart Design Foundation

Jones Sign
Kay Distributing
KOS Management
Kuehn Printing
Mau & Associates
PDQ Carwash
Reinhart Foods
S & L Motors
TreeHouse Design / Treena Schepp
Triangle Distributing
Victory Sign
Winona Foods
Zeise Construction

BENCH DONORS

Deprey Estate / *In Loving Memory of Georgiann Deprey*
English, Richard / *Dick English Family*
Frisque, Roy / *Ernie Darrell Frisque*
Paradis, Wendy
Turner, Virginia / *In Memory of James T. Turner*



SOCIETY PROGRAMS



BRICK PROGRAM

Personalized bricks make great gifts for a birthday, wedding, anniversary, employee or boss appreciation, pet appreciation, remembering a loved one, or for the person who has everything. Purchasing a personalized brick will help the Society support our beautiful zoo and serve as a memorial for all to enjoy. Today all engraved bricks are placed in stainless steel frames, off the ground, at the entrances of our animal exhibits. The N.E.W. Zoological Society, Inc. relies on brick sales to help offset the costs of operating expenses.



MEMORIAL BENCHES PROGRAM

Raised-Arm Basalt Rock Bench – \$1800.00 (includes 20 letters engraved)

Hand crafted Basalt rock bench is designed of two natural rocks and a hand polished seat approximately 39" x 16" x H18". Engraved lettering may be placed on the raised-arm or seat.



GRANITE GARDEN BENCH – \$1400.00 (includes 20 letters engraved)

Hand-carved from natural stone bench has a polished seat with a natural rock face finish. This bench measures 39" x 15" x 18"H and the color options vary depending on availability. Engraved lettering will be showcased on the seat.



ENDOWMENT FUND PROGRAM

The Society established this fund to ensure that the growth and quality of the NEW Zoo will continue to expand well into the future. The earnings, invested through the combined efforts of local investment institutions, will be used as needed to support the mission of the Society.

WALL OF HONOR PROGRAM

LOCATED IN THE MAYAN RESTAURANT

Please consider supporting this program with your financial gifts, time, talent, materials, or supplies. We will acknowledge your gift of \$500 or more by placing a plaque, with your name, on this wall.

\$ AMOUNT	PLAQUE COLOR
\$500 - \$999	CRANBERRY
\$1000 - \$2499	CREAM
\$2500 - \$4999	BROWN
\$5000 - \$9999	GRAY
\$10000 - & up	BLACK

*Donors that give to specific exhibits/buildings may be recognized on an individual wall inside of that building.

CONSERVATION GRANT PROGRAM

NEW PROGRAM COMING 2016

The Society along with the Zoo created the Conservation Grant fund to help support wildlife conservation and research efforts worldwide. Since 2007, grant monies have been awarded to qualified projects/individuals through an application process.

2015 Conservation Grant Recipients:

1. Michael Gichia-Biodiversity Conservation

Organization: Sea turtle conservation education and outreach activities in Lamu district of Kenya

2. Jennifer Draiss-Limbe Wildlife Center: Rescue, rehabilitation,

and release project in Cameroon focuses on in-situ conservation efforts with the ultimate goal of reintroducing endemic species back into Mount Cameroon National Park



PET MEMORIAL GARDEN

A final resting place for your special companion...

Beautiful landscaped area available where pet owners can have pet cremains permanently buried. Set in nature, an alternative to storing cremains in tins or burying them at home. Memorial Garden natural river stone markers are available for purchase. The stones can be engraved with Pet's name, dates, or other brief message of commemoration.

PLANNED GIFTS

Please consult with your attorney or financial advisor regarding the following gifts to the N.E.W. Zoological Society, Inc:

- General Bequest
- Specific Bequest
- Residual Bequest
- Life Insurance

*Please contact the N.E.W. Zoological Society, Inc.
for more information about any of
the programs offered @ (920) 434-6814.*

Cornerstone Animal Hospital & Recovery Center Project Update

The first phase of the project, construction of the Cornerstone Animal Hospital & Recovery Center, was completed in August of 2015. The building has been in use since that time. The new Hospital is approximately 7400 square feet. It is a compact, efficient space that will accommodate even our larger patients safely. The majority of the space is devoted directly to animal care. There is a spacious dedicated sterile surgery suite as well as a separate treatment and diagnostic room for performing minor treatments, x-rays, and ultrasound evaluations. The hospital also contains its own laboratory, pharmacy, surgical prep room, and pathology suite. In addition, there is ample space provided for housing animals in isolation or quarantine.

The second phase, renovation of the old hospital and the creation of the Nutrition Center, was completed at the end of January, 2016. The former Animal Hospital was converted in to a Nutrition Center with an expanded diet kitchen and winter holding area for some of our zoo animals. In addition to more than doubling the current diet preparation area, viewing windows have been added that will enhance the Zoo visitor's experience by allowing them to watch as the animals' meals are prepared. This creates a new entertaining and educational experience for visitors.

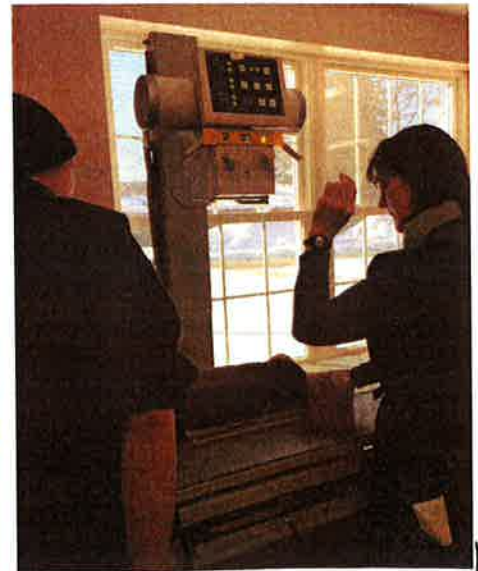
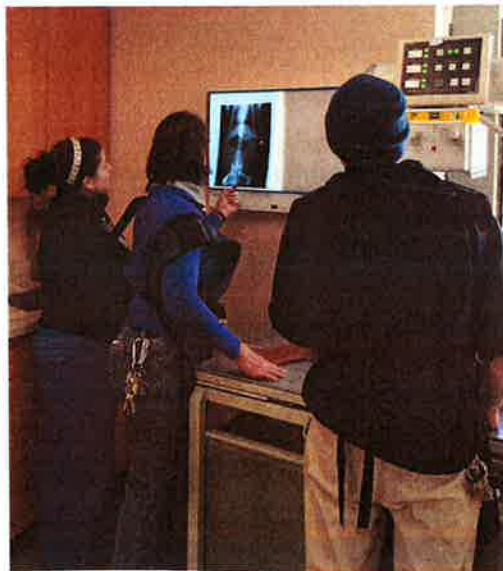
The final phase, equipment purchase and installation, will take place over the next two years, to be complete at the end of 2017. Our most urgent needs are for digital radiography systems, blood analyzers and other diagnostic equipment. The Society will also be funding equipment upgrades to replace aging diagnostic and therapeutic equipment. This includes digital x-ray systems, endoscopy, dental equipment, monitoring devices for anesthesia, and laboratory equipment.

This project is designed to improve the quality of veterinary care for the animals at the Zoo and at the same time enhance the ex-

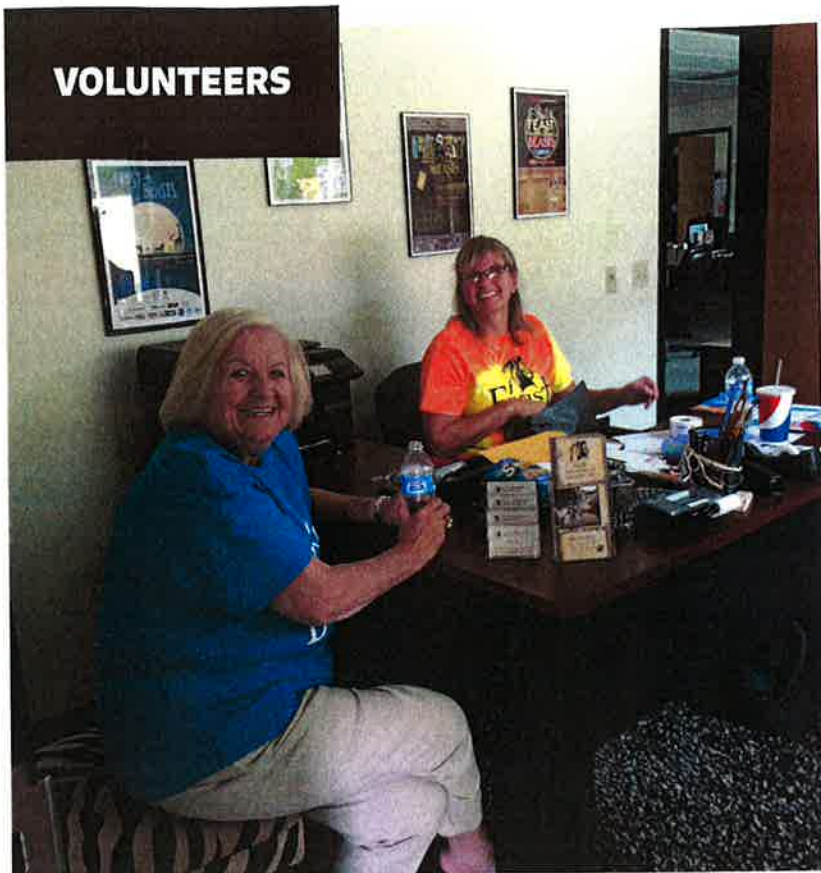


perience of the Zoo visitors. Educational opportunities involving the Animal Hospital will be expanded in frequency and scope, and new educational media will be placed by the viewing windows of the new kitchen. These changes are essential to meeting the high standards of care for the animal collection and maintaining AZA accreditation.

The Society has raised over \$888,000.00 of the \$1.5 million goal in pledges, monetary and in-kind donations, and services.



VOLUNTEERS



Katee Anderson
Kathy Anderson
Zack Anderson
Sue Ascher
Jenna Athey
Vicki Bach
Betty Bahringer
John Bahringer
Nancy Barthel
Terry Becker
Brooke Bemowski
Patti Bemowski
Sarah Bennett
Riley Benz
Jan Betts
Elizabeth Bomber
Evan Bosse
Margaret Brabant
Margaret Brown
Heather Buchholz
Megan Burton
Kris Cady
Megan Cieslewicz
Jordan Cochrane
Darlene Cofield

Quincy Coonen
Erin Dalebroux
Dan Dery
Jessob Diederich
Adam Dill
Carol Dill
Charity Dorn
Maddie Dudek
Michelle Eckert
Vanessa Eisenreich
Sam Evers
Dominic Falk
Linda Fowles
Stephanie Fritz
Byron Froelich
Erin Froelich
Logan Froelich
Jodi Georgia
Tammy Geurts
Arlene Giese
Dale Giese
Hannah Giese
Pam Giese
Marina Goeben
Miles Goeben

Paula Goeben
Anne Grinke
Haley Grunwald
Tammy Guerts
Grace Gunville
Rachael Hansen
Lindsey Harkins
Griffin Harris
Jessica Hille
Mary Hille
Leonette Horsemanko
Scotlynn Host
Linda Immel
Gloria Jahnke
Alissa Janusak
Lucy Rose Johns
Christina Johnson
Debbie Johnson

Jackie Johnson
Peggy Jorns
Susan Kennedy
Amanda Klein
Kelly Klemolin
Carol Konshak
Andi Krawczyk
George Kubalak
Marilyn Kubalak
Melanie Kunzer
Michelle Kuyoth
Tony LaBlanc
Tanner Laskowski
Trevor Laszczkowski
Dan Lauth
Sylvia Lauth
Sue Lemke
Chris Leutner

Dan Lorenz
Jennifer Lorge
Nick Lorrigan
Terry Lorrigan
Jerilyn Mackey
Bonnie MacSwain
Jean Makreff
Alex Malueg
Peggy Sue Mason
Dick Moe
Verna Molina
Bob Mommaerts
Nancy Mommaerts
Erin Nelson
Stephanie Neumeier
Gail Nohr
Stephanie Olejniczak
Lee Olsen

WE LOVE OUR NEW ZOO VOLUNTEERS!



PRINTING COMPLIMENTS OF
WISCONSIN PUBLIC SERVICE



VOLUNTEER OF THE YEAR 2015: **KATHY ANDERSON**

Most of my friends know that I consider the zoo "my happy place." There is just something about coming out to the zoo that no matter what is going on in life, I always find myself smiling. Sometimes it might be just a favorite animal in a perfect pose, like the lions sleeping peacefully on their favorite large rock, or maybe it's a young snow monkey happily swinging from rope to rope. Other times, it might be the sight of just a grandmother enjoying time with grandchildren and/or a young parent introducing his or her young child to the wonder of nature and zoo animals.

My husband Lee & I started volunteering a number of years ago and this year I was greatly honored to receive the annual Mary Matzke Volunteer of the Year award. While Lee still helps behind the scenes with some engineering work, I can be found almost weekly at the giraffe stand with Hodari & Zuri. All of our children & grandchildren live out of state, and so I am lucky to be able to share the wonder of other people enjoying all the zoo has to offer. My husband & I are also proud to purchase a zoo pass annually to help support our zoo, and fyi, zoo passes make great annual gifts for friends and family too! Over the years, I have visited many other zoos, both in the U.S. & also in Europe, and I am very proud of our whole giraffe volunteer group when I say this is the only zoo that I've come across that you can feed and visit the giraffes 365 days a year. I was surprised by larger zoos that only offer this opportunity on weekends, or in the summer months.

Besides being a weekly giraffe volunteer, I've also had many fun times helping with zoo camps offered in summer, have slept a night or two on the floor for some of the zoo snooze programs, worked many a night in the "haunted forest" for Zoo Boo, love running the carousel as well, have had the privilege of assisting our wonderful zookeepers with needed care for a few animals over the years, have provided music for our annual holiday event in December where I've met great zoo regulars that attend, and also love being part of tours for various groups. One of the most rewarding tours was in October of 2014, where we hosted over 100 volunteers from AZA zoos throughout the United States.

In closing, just want to encourage anyone interested to check out the opportunities that volunteering has to offer. I've made some great friends and am proud to be a member of our zoo family. Don't forget that our Green Bay zoo is open year round and the zoo is a great place any season. We can use the help any time of year. The colors in fall are beautiful, and even though I am not a huge fan of winter, I can tell you that there is no prettier place than walking around the zoo after a winter snow fall. And when spring comes, you can watch the scenery change week after week.



Pat Orgeman
Chantal Parks
Kayla Paul
Nicole Paxson
Brock Penn
Courtney Peter
Michael Pietraszek
Kristy Pikus
Hunter Pikus-Mier
Dan Przewrocki
Maureen Rasmussen
Bernie Rocheleau
Sue Rocheleau
Diana Rockhill
Jamie Romero
Mercedes Sanchez
Marie Schneider
Elizabeth Schroeder
Ben Schumaukar
Ben Schuurmans
Karen Seas
Laura Seas
Garth Seehawer
Will Seehawer
Sue Simenz
Karen Slattebo
Julia Soma
Alex Spicer
Angie Stiles
Lori Stiles
Marsha St. Louis
Rhyder Stokelbush
Chris Sustman
Dick Sustman

Kenzie Trezise
Jim Turner
Ellie Valentine
Dylan Van Camp
Jessica Van Camp
Madison Van Rens
Joe VanSistine
Michael VerBruggen
Abby Verzal
Jessica Ward
Mary Ward
Jane Watermolen
Cindy Waters
Nicole Wautlet
Sue Wautlet
Michelle Weiland
Rolean Wernicke
Teagan Wernicke
Gerald Wiedemeier
Millie Wiedemeier
Amanda Zahm
Ruthie Zahm
Don Zunker
Donna Zunker



LETTER FROM THE DIRECTOR



As we enter 2016 and I reflect on 2015 it is hard to believe that another year has passed. The NEW Zoo finished the year with an attendance number of 233,616 which was slightly down from the 2014 annual attendance of 241,726. Although the spring was exceptional for Zoo visiting, the weather thru the summer resulted in a dip in attendance. The Zoo also remained self-funded and ended the year with revenue exceeding expenses. That is a tremendous accomplishment being that the zoo is 1 of only 8 of the 230 Association of Zoos and Aquariums (AZA) accredited zoos & aquariums in 47 states that are currently self-funded (receiving no tax support) and the only one that does not have operational support from an endowment fund. Most zoos are about 60% self-funded. We continue to build on our current business model working towards a sustainable zoo business model while providing the frequent zoo visitors with new experiences from year to year. The Zoo also received for the 4th year in a row Trip Advisors Certificate of Excellence as a 2015 winner based on the ratings by guests on Trip Advisor.

We have included in each section of the annual report the many accomplishments of our NEW Zoo staff, N.E.W. Zoological Society, and all the volunteer efforts which without each other we could not provide our community with an accredited zoo. I especially want to thank the volunteers that have given so much of their time and talents in all areas of the zoo. Their efforts result in our success on so many levels. Congratulations to all their efforts and accomplishments that are highlighted in the 2015 annual report!

The N.E.W. Zoological Society is our support organization and their ongoing support and efforts are crucial towards the success of the zoo as well as connecting the community with their zoo. The Zoo Society is continually raising funds for new capital improvements as well as helping out with operational support in some areas. Without a support organization, we would lack the connection to the fiscal support and fundraising opportunities within the community that we reside. It continues to serve as a great example of a successful public-private partnership which continues to improve your community zoo.

The Zoo Society continued their fundraising efforts in 2015 completing the building phase of the new Cornerstone Animal Hospital. Current fundraising efforts will support the hospital equipment needs as well as the caging systems and furnishings in the animal holding areas within the animal hospital. These areas will temporarily hold animals in treatment or under quarantine. Renovation and

repurposing of the old animal hospital into a diet/nutrition center began in 2015. A grand opening of the center which includes additional visitor viewing opportunities of staff preparing the daily animal collection diets as well as a behind the scenes look into animal areas within the building is scheduled for May of 2016. The renovations look outstanding and will be an exciting addition to the zoo.

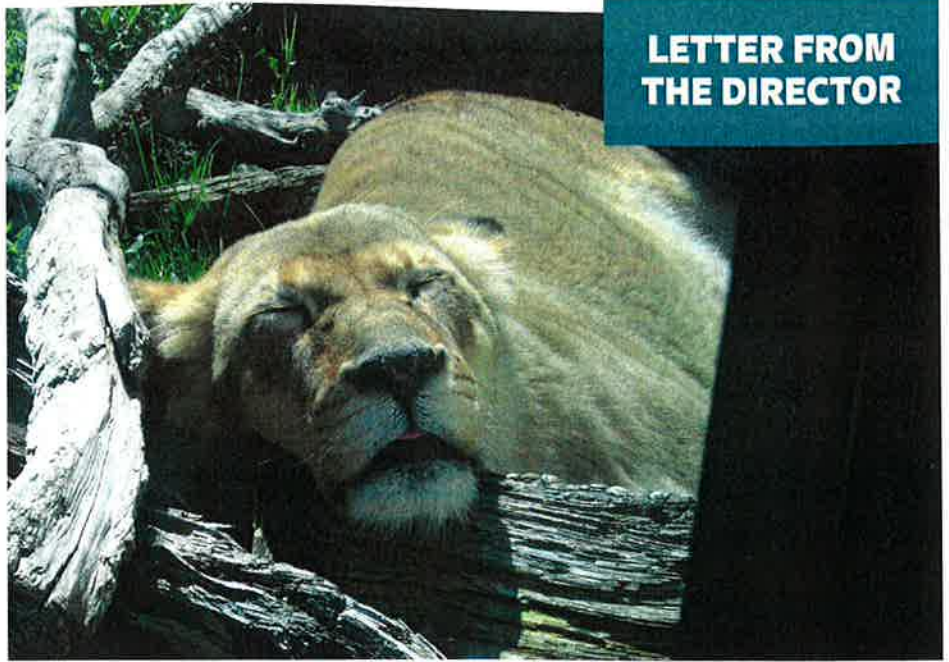
On May 15th, 2015, the NEW Zoo joined in with AZA accredited zoos and aquariums across the country to unveil a new exciting collaborative conservation initiative. A press conference was held and several new educational exhibits were unveiled. The conservation initiative is called SAFE (Saving Animals from Extinction).

The Mission of AZA Safe: Saving Animals from Extinction is to combine the power of zoo and aquarium visitors with the resources and collective expertise of AZA members and partners to save animals from extinction. Together we are saving the most vulnerable wildlife species from extinction and protecting them for future generations. Through AZA SAFE, for the first time, the entire AZA accredited zoo and aquarium community will focus our conservation science, our wildlife expertise and our 180 million visitors on saving endangered species.

The SAFE strategy is to identify 100 species with the urgent most needs in the wild where the expertise and assets zoos and aquariums can make the most difference. Then develop and implement comprehensive Conservation Action Plans for each targeted species. These will become the comprehensive blueprints for saving species in zoos and aquariums and in the wild.

Let's look at a few numbers of some current species:

- ➔ The amazing cheetah, the fastest land mammal on earth, once numbered more than 100,000 in the wild. Today there are estimated fewer than 12,000 due to human-animal conflict and shrinking habitat. AZA SAFE will bring together AZA accredited zoos and aquariums working together with conservation partners to create a real future for cheetahs in Africa.
- ➔ In 1980 there were approximately 1,400,000 elephants in Africa. Today population estimates in the wild are about 450,000. We are realistically losing approximately 96 elephants a year at the current rate.
- ➔ In 1970 tiger populations in the wild were estimated at approximately 40,000. Today current estimates are at 3,200.



LETTER FROM THE DIRECTOR

- In 1999, giraffe populations in the wild were estimated at 140,000. Today current estimates are at approximately 80,000.
- According to the World Wildlife Fund's 2014 living Animal Report, the number of mammals, birds, reptiles, amphibians and fish across the globe has declined by 52% since 1970.
- And one more example of animals needing to be saved from extinction is the African Penguin. A species exhibited at our zoo and part of our conservation efforts and contributions to world-wide conservation initiatives.
- In 1920, the African penguin population may have been as high as 1 million breeding pairs. In 1956, the African penguin population was estimated at 141,000 breeding pairs in the wild. The current population is estimated at 17,263 breeding pairs. The result of more than 60% reduction in the population that occurred between the years 2001 to 2009. The present population is only about 2.5% of its historical level. About 30,000 penguins died in oil spills in 1994 and 2000.

The good news is that AZA members like the NEW Zoo have a lot to offer when it comes to conservation. Among its 230 member AZA accredited zoos and aquariums contribute approximately \$160 million to field conservation efforts each year. Our members reach more than 180 million people per year coming thru our gates. That's more than attendance at all professional sporting events combined annually.

Thru the SAFE initiative we and other AZA accredited zoos and aquariums across the country are using all our resources together in a coordinated fashion to engage our communities and visitor to help us Save Animals from Extinction. If we don't who will, that is why we are so proud to have launched this initiative in 2015. I can't imagine leaving our children and the generations to come a world with many of the iconic species we grew up with only a memory.

In addition to the SAFE initiative, a list of our conservation initiatives and programs are listed in

our annual report. The conservation initiatives further define our commitment to conservation efforts around the world. As you can see, 2015 was a very busy year for staff and volunteers. Congratulations and thank you for all their hard work and efforts to continue to provide the community with a high quality zoo experience as well as maintaining the highest standards of our industry.

I would also like to thank our governing authority Brown County government. The support from the County Executive and Brown County Board of Supervisors over the year has been wonderful. Support also from other areas of Brown County government and staff has been instrumental in the accomplishments of 2015. Zoos truly are a reflection of their community!

The NEW Zoo supports the community in many ways. The zoo has a deep commitment to science, education and wildlife conservation, but it also generates valuable economic benefits to the region. It is a great investment for anyone interested in making a difference in their community. Each year we renew our commitment to the community by putting the "new" in the NEW Zoo, growing within our means and providing the community with a zoo they can be proud of.

In closing I would like to thank you for your support and investment in your NEW Zoo. Remember, you have a self-funded AZA accredited zoo unlike any other and it is only thru your support that we can continue to reflect your community pride. Please, if you haven't or know someone who would like to make an investment contact our Zoo Society. We are planning on embarking on a new and exciting Strategic Masterplan which will guide zoo development as well as modernize new and existing exhibits in 2016 and can't wait to not only show you the exciting future of your NEW Zoo but how we all can make it a reality for future generations to come. The future looks bright and we can't wait to see you in 2016!



Neil Anderson

MANAGER REPORTS

PATRICIA JELEN, OPERATIONS MANAGER

One of our largest fun days at the NEW Zoo in 2015 was when Broadway Automotive hosted its 99th Anniversary Celebration on Tuesday, August 11 at the NEW Zoo & Adventure Park. Broadway provided free admission to over 3700 people who celebrated their anniversary. We hope that this is the beginning of a long and successful partnership with the fine folks at Broadway Automotive!

North Shore Bank Zoo Boo – our largest fundraiser of the year – was a smashing success with more sponsors than previous years and a large number of families announcing that they'd be back next year. The event went off without a hitch and promises to be even better than ever in 2016!

For the first time since its inception Holiday Fest had a naming sponsor in 2015. U.S.

Cellular's Holiday Fest saw penguins in the Gift Shop greeting guests, kid's crafts, lots of animal encounters and breakfast with Santa! U.S. Cellular's "The Future of Good" campaign - which was only held in 5 US markets - was kicked off at the NEW Zoo & Adventure Park with photos and videos of kids who have served in the local community its cornerstone.

The Operations Department oversees financials as well as Guest Services with the Visitor Center/Gift Shop and Mayan Restaurant under our purview. We revamped the Gift Shop last winter and provided a new and wider selection of merchandise for sale which was reflected in much higher sales than previous years. (2015 Gift Shop Revenue Goal: \$230,000, Actual Revenue: \$258,642 = an increase of \$28,642) The Mayan Restaurant also saw an increase in sales



this year over last, with both entities reaching year-end goals many months before the year was over. (2015 Mayan Revenue Goal: \$261,000, Actual Revenue: \$281,091 = an increase of \$20,091)

- 2015 Attendance Goal: 231,000. Actual: 233,616. (+2616)
- Total Zoo Revenue Goal: \$2,130,946. Actual: \$2,347,770 (+\$200,239)

ZOO MAINTENANCE AND HOUSEKEEPING

The NEW Zoo Facilities maintenance and grounds crew consists of Jerry Vincent as the lead facilities and Robert Detaege as house/grounds keeping. During our season we are busy with maintenance on our vast life support systems, such as pumps, hvac, motors, vehicles, ponds and filtration systems as well as grounds keeping, lawn care, snow removal. We strive to bring green initiatives to the zoo and implement cost saving ideas whenever possible. We work closely with animal care to help provide a safe and comfortable environment for our animals and our visitors. We help with set up for special events such as Zoo Boo and EggStravaganZoo. We work with several valuable volunteers throughout the seasons that help with landscape projects and maintenance. We are trained to respond to emergencies and after hours alarm calls. We take great pride in keeping the zoo facilities in great working order and helping to make the experience awesome for those that visit our zoo throughout the year. We are looking forward to seeing all the big smiles in 2016.



2015 major Accomplishments:

- Major repairs on the penguin HVAC system
- Rebuilt stationary park benches with recycled plastic lumber

- Poured a concrete footing to prevent digging out at wolf yard.
- Installed new brushes on the Bobcat sweeper for snow removal
- Installed a new charger on the back up life support generator.
- Painted restroom in animal hospital.
- Remodeled the visitor center men's room.
- Built a tool shed in the children's zoo barn.
- Continued installing chain-link fence throughout the zoo.
- Rebuilt and modified the waddled crane retention fence.
- Built an addition onto the peafowl room.
- Reinforced the moose yard fence with 12ft steel poles.
- Repainted the lion huts.
- Framed in the lorikeet barn for a 36" entry door.
- Cut a 10 ft sliding door into the elk barn.
- Installed a L.E.D. light at the otter den entry
- Designed and installed a sand filtration system at the aviary.
- Built a fence around the outdoor grilling area at Mayan.
- Installed a new rear axel and differential in the maintenance car
- Built a fence behind the birthday room for outdoor activities .
- Built a drop port in the lion cage for training.
- Added extra railings to the giraffe overlook.
- Removed old split rail around the deer yard and installed rope fence
- Removed a lot of storm damaged trees throughout with Veteran Tree Service.

ANGELA KAWSKI-KROENING, EDUCATION & VOLUNTEER PROGRAMS COORDINATOR



I'm pleased to report that 2015 was a busy year for the Education and Volunteer Departments at the NEW Zoo & Adventure Park. My departments play a critical role in the mission of the NEW Zoo – by providing meaningful educational opportunities for guests of all ages, along with providing both staff and visitor support through the dedicated work of volunteers and interns. We work hard to ensure we meet the needs of

zoo visitors, as well as the needs of zoo. The following is a list of some of our accomplishments in 2015:

- Doubled participation in Wild Encounter (behind-the-scenes) programs
- Hosted a successful Summer Zoo Camp season, with a 20% increase in registrations compared to 2014
- Successfully continued as “Webmaster” for the NEW Zoo & Adventure Parks’ website on the new host site
- Expanded social media outreach, with increased followers in Facebook, Twitter, and Instagram
- Maintained positive ratings on Trip Advisor & received Trip Advisor Badge of Excellence for the year
- Updated Badge in a Day program offerings for Boy Scouts to correspond to the updated Boy Scout badges
- Successfully hosted Girl Scout Day event, fourth annual, to provide educational activities for scouts
- Added new Exhibit Chats for summer schedule: Raccoon Chat and Prairie Dog Chat
 - Per zookeeper requests, focused on enrichment opportunities for the animals to enjoy (while people enjoy watching!)
- Met volunteer requirements for all Special Events
 - EggStravaganZoo, Mother’s Day, Girl Scout Day, Father’s Day, Party for the Planet, Zoo Boo, Feast with the Beasts, and Holiday Fest & Breakfast with Santa
- Met volunteer requirements for program needs, including Zoo Snoozes & Summer Zoo Camps
- Completed all upgrades to zoo animal exhibit graphics, ensuring every exhibit has an updated species information sign in the exact same format
- Continued progress on Zoo Boo LEAN documentation, updating Action Register to include the checklists for ALL DEPARTMENTS
- Held volunteer trainings throughout the year to accommodate new volunteers, along with giraffe volunteer trainings to recruit new giraffe volunteers and “refresh” regular giraffe volunteers who had not yet gone through training

MANAGER REPORTS

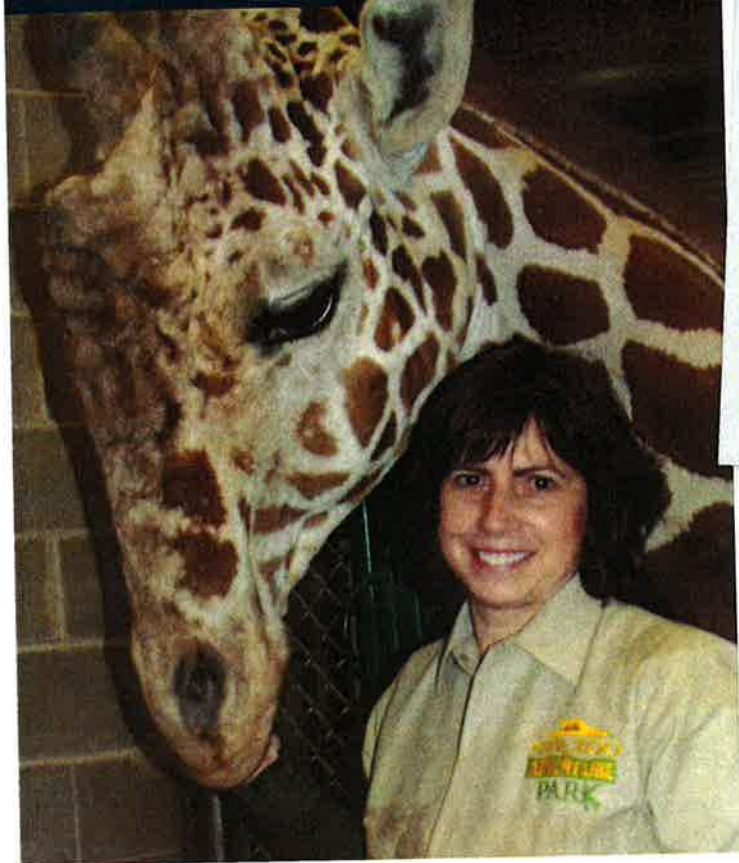


2015 CONSERVATION ACCOMPLISHMENTS

- Developed and implemented educational graphics for SAFE: Saving Animals From Extinction
 - Organized & installed the “Conservation Voting Station” where zoo visitors can donate funds to the conservation project of their choice
 - The Education Department’s conservation message reached over 33,000 people through informal education programs, such as animal encounters, exhibit chats, and amphitheater presentations
 - Reached approximately 10,000 people through formal education programs with conservation messages, such as Zoomobiles and Zoo Classes
- Updated existing Education Intern Description and created new Internship Position Descriptions for TWO new internships in areas where we required extra help; worked through UWGB to ensure their internship program needs/ goals were met

The Education Department brought in just under \$40,000 through the sales of on-site and off-site programs and Animal Adoption Packages, which surpasses the amounts made in each previous year to date. Our annual volunteer hours total was approximately 16,500 hours, which includes the hours served by our dedicated interns, as well. The Education & Volunteer Departments are proud to support the zoo financially, as well as through the important means of providing “people power” to get so many jobs done. We appreciate your support in helping us succeed.

MANAGER REPORTS



CARMEN MURACH, CURATOR OF ANIMALS

We strive to ensure a high standard of Animal Welfare for the more than 200 animals residing at the Northeastern Wisconsin Zoo. Zookeepers are responsible for behavioral enrichment, feeding, cleaning, monitoring health status, implementing breeding recommendations, animal introductions and all other facets of the daily care of the animal collection. Animal care staff works closely with contracted veterinarian Dr. Tracey Gilbert, DVM to ensure the good health of the Zoo animals.

In addition to overseeing the animals and animal care staff, the Curator is responsible for ensuring USDA compliance; maintaining wildlife permits, licenses and animal records; managing the Animal Department budget; serving as Institutional Representative for AZA business; developing all Animal Department policy, procedure, protocol and programs; and serving as chairperson for the NEW Zoo Animal Welfare Committee.

Zookeepers are dedicated to saving species through their work with many captive breeding conservation programs on site. They are also committed to conservation efforts beyond this facility. During 2015, staff members were able to travel throughout the country to participate in field conservation projects and AZA workshops, planning meetings and conferences.

Notable Animal Dept. achievements in 2015:



Collection:

- Births and hatches in 2015 included a Canadian lynx kitten, laughing kookaburras, numerous aviary ducks and two unexpected white-tailed deer fawns.
- Other new additions include: red panda, black-footed ferret, blue & gold macaw, American Bison, burrowing owl, American badger, American white pelicans, alpacas and several other animals.
- During 2015, we said goodbye to two elderly, long term zoo residents. 32 year old Japanese macaque Yugata and 17 year old red panda Tae-bo will always be remembered fondly.

Animal Welfare:

- Successful USDA inspection – no non-compliant issues found in 2015
- The spacious new Cornerstone Animal Hospital has enhanced the vet team's ability to keep the animals healthy.
- Added filtration system to North American Aviary
- Quick and complete response to H5NS High Pathogenic Avian Influenza outbreak. Participated in planning with regional and national agencies.
- Renovation of the diet kitchen and food storage areas
- Improvements to exhibits include: Duiker winter housing added, swan shelter replaced, otter exhibit holding yard added, Children's Zoo fencing completed, red wolf pen improved, additional animal holding/exhibit space created in kitchen building,



\$5,000 – \$9,999

Norman Jensen Trust

\$2,500 – \$4,999

Community Foundation
for the Fox Region

\$1,000 – \$2,499

Fowles, Linda
Pearl A Hruska Estate
Phipps, Colin
Scanlan, Shannon

\$500 – \$999

DePere Area Men's Club
Kwaterski, Nancy

UP TO \$499

Anderson, Kathy
Coleman, Kristin
First United Church of Christ
Women's Fellowship
Huebner, Barbara
Jahnke, Kelley
Lang, Grace
Manske, Mark
Optima Employees Fundraiser
Reunion LLC

Rosazza, Mary Jo
Smith, Peter
Van Vonderen, Diane
Watson, Jean
Wautlet, Daniel & Susan
Witte, Eileen

IN-KIND DONORS

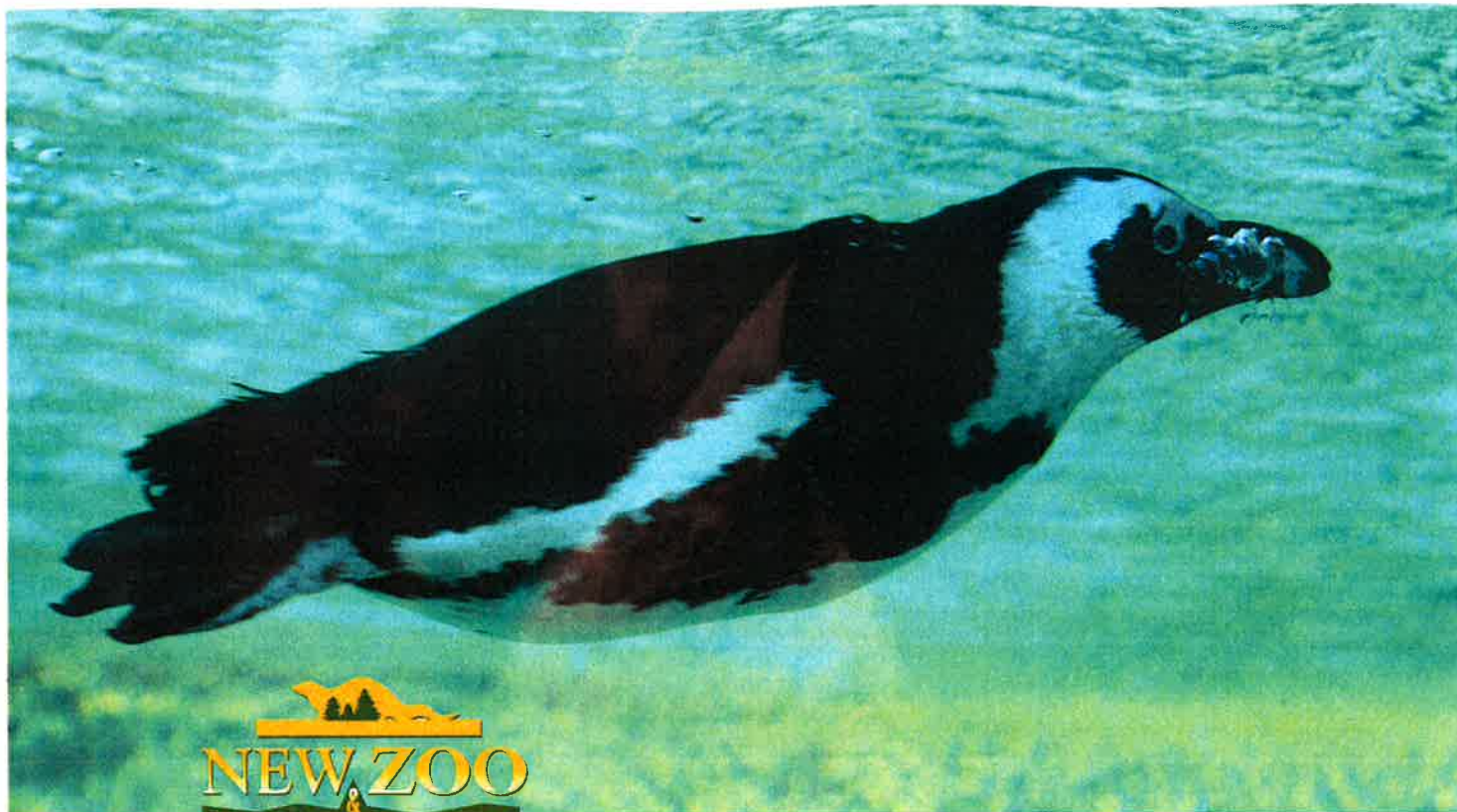
Gegare Tile
Immel, Linda
Jelen, Patrick & Patricia
Moreau, Dan
Plansky, Jeremiah
Sadler Sewer, Inc.
Sherwin Williams
Veteran Tree Service

EVENT SPONSORS

Beerntsen Candies
Cat Care Clinic/Gentle Vet
Charles Wery Farms, LLC
Charlie's County Market
CW 14/TV 11
Family Video/Marco's Pizza
Festival Foods Corp.
Gannett
Green Bay Packers
Green Bay Scuba, LLC
Happy Joe's Pizza & Ice Cream
Jim's Golf Cars
KI
Kimp's Ace Hardware

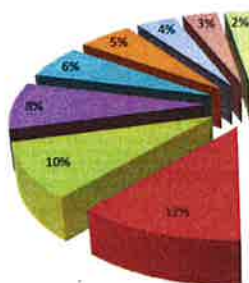
KinderCare Learning Centers
Klements
Lamar Media
Leaf Filter
Marcus Bay Park Cinema
Marketing Werks
(for US Cellular)
Massart Chiropractic
McDonalds
Midwest Dental
Midwest Expansion/The Gutter
Nash 99.5/Star 98
NE Wisconsin Dance
Organization
Nielsen Communications
North Shore Bank
North Star Cleaning
& Restoration
NWTC
Olsen's Piggly Wiggly
R-Tek Solutions
School House of Green Bay
Seroogy's
Suamico Citgo
Texas Roadhouse
Village of Suamico
Zesty's





PRELIMINARY & UNAUDITED FINANCIALS

NEW Zoo Expenses - 2015

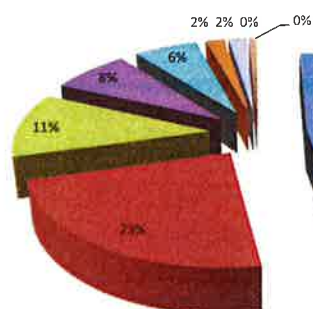


- Employee Salaries & Benefits
- Depreciation
- Intra-county Expense
- Cost of Sales
- Animal Care
- Indirect Costs
- Operating Costs
- Utilities
- Repair & Maintenance

NEW ZOO EXPENSES - 2015

Employee Salaries & Benefits	\$ 1,020,353
Cost of Sales	\$ 241,085
Operating Costs	\$ 197,351
Depreciation	\$ 169,375
Animal Care	\$ 119,851
Utilities	\$ 108,521
Intra-county Expense	\$ 79,208
Indirect Costs	\$ 70,068
Repair & Maintenance	\$ 52,267
Total	\$ 2,058,079

NEW Zoo Revenue - 2015



- Admissions & Membership
- Vending
- Education Programs
- Food & Retail
- Special Events
- Transfer In
- Capital Contribution
- Other
- Donations/Conservation

NEW ZOO REVENUE - 2014

Admissions & Membership	\$ 1,118,075
Food & Retail	\$ 540,294
Capital Contribution	\$ 266,150
Vending	\$ 178,561
Special Events	\$ 145,284
Other	\$ 43,058
Education Programs	\$ 39,966
Transfer In	\$ 10,960
Donations/Conservation	\$ 5,422
Total	\$ 2,347,770

2015 FIELD CONSERVATION EFFORTS

AZA Black-Footed Ferret SSP –
Black-Footed Ferret Recovery
Program

AZA Red Wolf SSP

AZA's Conservation Grants Fund

Colorado Corridors Project:
I-70 Wild Byway Pre-Construction
Wildlife Monitoring Pilot Program

Conservation Grant Program

Conservation Parking Meters and
the "Adopt an Acre" Program

Creation of Safe Haven for Great
Apes through Sustainable
Cocoa Cultivation

Density Dependent Effects and
Population Size Regulation in
Monarch Butterflies

Ecology and Conservation of the
Endangered Rothschild's Giraffe
in Kenya

Frog Diversity and its Role as a
Biological Pest Control Agent in
the Rice Fields of Chitwan, Nepal

FrogWatch USA

Integrating Cultural Values in
Managing Human-Elephants
Conflicts in Northern Uganda



PASA 2014 Primate Healthcare
and Rehabilitation Workshop

Sea Turtle Conservation Education
and Outreach Activities in Lamu
District Kenya

Survey of Otters in Parsa
Wildlife Reserve

Great Lakes Piping Plover
Salvage Rearing and Population
Monitoring Program
(UM Biological Station/Detroit
Zoo/USFWS)

Green Leaf Vegetable Scheme
as an Alternative Livelihood
for Ex-Hunters' Wives In the
Communities Surrounding
Mount Cameroon National Park

Head Start Program
Blanding's Turtle

Identifying Routes of Pathogen
Transmission among Wild and
Domestic Ungulates in Central
Kenya

The Maasailand Games:
Supporting Lion Conservation
through Sport



Iowa Trumpeter Swan
Restoration Program

Jane Goodall's Roots & Shoots

Kibale Fuel Wood Project

Linking In-Situ and Ex-Situ Data
Management Processes for
Conservation: Exploring Data
Management Processes for Red
Wolf Recovery Program

Nursery Construction for the
Conservation of Taxus
Wallichiana in Eastern Nepal

Observer Program to Monitor
Guano Harvest at Punta San
Juan, Peru



N.E.W. ZOOLOGICAL SOCIETY, INC.

P.O. Box 12647, Green Bay, WI 54307-2647



N.E.W. ZOOLOGICAL SOCIETY, INC.

A gift of any amount will be greatly appreciated. Your donation will help the N.E.W. Zoological Society Inc., a 501 (c) 3 non-profit organization, continue its mission of supporting our beautiful NEW Zoo.

I would like to donate ☐ \$25.00 ☐ \$50.00 ☐ \$100.00
☐ \$500.00 receive recognition on the Wall of Honor-Cranberry
☐ \$1,000.00 receive recognition on the Wall of Honor-Cream
☐ \$2,500.00 receive recognition on the Wall of Honor-Brown
☐ \$5,000.00 receive recognition on the Wall of Honor-Gray
☐ \$10,000.00 receive recognition on the Major Wall of Honor-Black
☐ Other

Enclosed is my check for \$_____ payable to the N.E.W. Zoological Society, Inc.

Name of Donor _____ Address _____

City _____ State _____ Zip _____ Phone _____

I prefer you bill my ☐ Visa ☐ MasterCard Account Number _____ Exp. Date _____

Signature _____ Date _____

Please fill out card and remit with payment to
N.E.W. Zoological Society, Inc., P.O. Box 12647, Green Bay, WI 54307-2647



The Automobile Gallery
 400 S. Adams St.
 Green Bay, WI 54301
 (920) 437-9024
www.theautomobilegallery.org



Brown County Historical Society
 1008 S. Monroe Ave.
 Green Bay, WI 54301
 (920) 437-1840
www.browncountyhistoricalsociety.org



De Pere Historical Society
 White Pillars Museum
 403 N. Broadway
 De Pere, WI 54115
 (920) 336-3877
www.deperehistoricalociety.org



Green Bay & De Pere Antiquarian Soc.
 at the St. Francis Xavier Cathedral
 140 S. Monroe Ave.
 Green Bay, WI
www.antiquariansocietygbdp.org



Heritage Hill State Historical Park
 2640 S. Webster Ave.
 Green Bay, WI 54303
 (920) 434-3514
www.heritagehillgb.org

Historic Allouez Society
 2222 Riverside Dr. (behind Mariner Hotel)
 Green Bay, WI 54301
 (920) 435-6456
RitaHouston@thehistoricalallouezsociety.org

Enjoy drinks and light refreshments as eleven museums and archives open their doors with special performances, behind-the-scenes tours and exclusive access to expert staff during this free public event.

History TREASURE Tour

Explore hidden treasures and the unique history of Brown County in one exclusive evening!

*May 19, 2016
 5:00p.m. - 8:00p.m.*



Howard-Suamico Historical Society
 605 Maywood Ave.
 Green Bay, WI 54301
 (920) 448-5150
www.hshistoricalociety.org



National Railroad Museum
 2285 S. Broadway
 Green Bay, WI 54304
 (920) 437-7623
www.nationalrailmuseum.org



Neville Public Museum of Brown County
 210 Museum Pl.
 Green Bay, WI 54303
 (920) 448-4460
www.nevillepublicmuseum.org



Oneida Nation Museum
 W 892 County Rd. EE
 De Pere, WI 54155
 (920) 869-2768
www.oneida-nsn.gov/Museum/



Pulaski Area Historical Society
 129 W. Pulaski St.
 Pulaski, WI 54162
 (920) 822-5856
www.pulaskiwhistory.com

The Automobile Gallery

The Automobile Gallery

Visit this cutting edge facility where the automobile is art, and view a wide variety of automotive excellence. Enhance your knowledge of engineering, design, development, construction, history, restoration and preservation of automobiles.

Howard-Suamico
Historical Society

2 Howard-Suamico Historical Society

Oneida Nation Museum

3 Oneida Nation Museum
Providing exceptional exhibits and programs that educate the public about Oneida and Oneida culture, history and nationhood, visitors will have the opportunity to see ongoing exhibits and talk to experts about land claims, Oneida culture, Oneida silver work, Oneida veterans and contemporary art.

National Railroad Museum

National Railroad Museum

Heritage Hill State
Historical Park

Heritage Hill State Historical Park

Come and enjoy a pre-war era tour of the gorgeous Otton House. Built in the 1840s by John and Mary Cotton and restored in 2009, this home has become the symbol of Heritage Hill State Historical Park. An interpreter in period clothing will take you on a tour spanning 100 years of history as you learn how this home weathered the Civil War, the Great Depression and everything in between!

Howard-Suamico
Historical Society

Maywood Ave
2
Howard-Suamico
Historical Society
Brick Dr
W Idlewild Ct

Oneida Nation Museum

National Railroad
Museum

4

**Historic
Mex Society**

W. Allen

Heritage Hill
Historical Park

5

DePere Historical Society
at White Pillars Museum

11 NB
Case 5

6 Pulaski Area Historical Society

6 Pulaski Area Historical Society
Named after Count Casimir Pulaski, a Revolutionary War hero, the rich history of the community comes to life at the Pulaski Historical Society. Speak with historians while enjoying exhibits dedicated to the preservation of the heritage and traditions of the Pulaski area.

**Green Bay & De Pere
Antiquarian Society
at the St. Francis
Xavier Cathedral**

8 Green Bay & De Pere Antiquarian Society at the St. Francis Xavier Cathedral

The Green Bay & De Pere Antiquarian Society invites you to view their painting, *Hospitality of St. Julian*. The original was painted by Cristiano Allori c. 1615 in Italy. Hear the story of how this c. 1850 reproduction came to Green Bay. On display, you may also view oriental rugs originally belonging to Alonzo Kimball from late 19th century.

Brown County
Historical Society

**Brown County
Historical Society
Hazelwood Historic House**

Hazelwood Historic House, built in 1838, was home to the Morgan L. Martin family, who were political and cultural forces in the city and state for over 100 years. We invite you to tour this Greek revival gem to discover family treasures, and enjoy stories and activities of 19th century life shared by costumed actors portraying family members.

Historic Allouez Society

Historic Allouez Society
Visit the site of the first American Settlement in Wisconsin. Members of Historic Allouez Society will share stories about the early settlers using historic maps. Discover how Shantytown got its name and learn about the important people who settled here, and their impact on the community. Join us for this outdoor program located on the Fox River Trail behind Mariner Motel.

7 Neville Public Museum of
Brown County

7 Neville Public Museum of Brown County

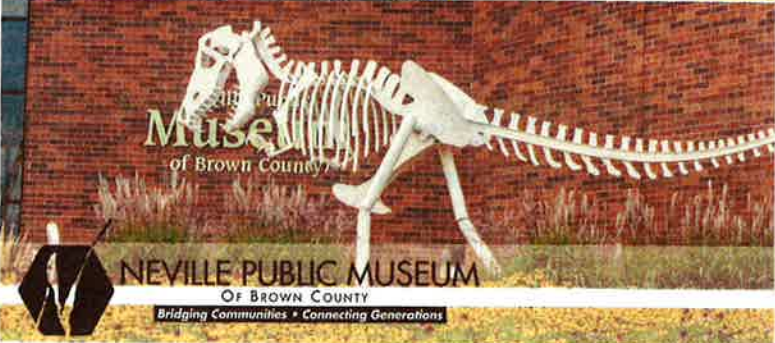
Explore the Neville Public Museum's new exhibit, *Life and Death at Fort Howard*. Discover why the U.S. Army chose Green Bay as a fort location in 1816, and why its location is important to Brown County history. Visitors will receive a special tour that reveals some of the Fort's most interesting people and stories.

11 De Pere Historical Society

De Pere Historical Society

Member Swap

A day for members
to explore other area attractions
Sunday, May 15, 2016



Member Swap

A day for members
to explore other area attractions
Sunday, May 15, 2016

As a member you have shown your support for one of our cultural institutions. Your interest may be the beautiful plants at Green Bay Botanical Garden, the art, local history and science of the Neville Public Museum, the historic trains at the National Railroad Museum or the the educational activities at The Childrens Museum. But have you ever thought about visiting the other attractions? Here's your opportunity.

On Sunday, May 15, 2016, the organizations shown here will be hosting a Member Swap day. As a member of one of these organizations you will be welcome to visit any of the other institutions free!

How it works: Present your membership card from one of these institutions during the hours listed and explore!



Swap Day Hours: 9a.m. - 5p.m.

2600 Larsen Rd.
Green Bay, WI 54303
(920) 490-9457
www.gbbg.org



Swap Day Hours: 12 p.m. - 5 p.m.

301 N. Washington St.
Green Bay, WI 54301
(920) 433-4397

www.gbchildrensmuseum.org



Swap Day Hours: 11 a.m. - 5 p.m.

2285 S. Broadway
Green Bay, WI 54304
(920) 437-7623

www.nationalrrmuseum.org



Swap Day Hours: 12 p.m. - 5 p.m.

210 Museum Pl.
Green Bay, WI 54303
(920) 448-4460

www.nevillepublicmuseum.org